ERNIE KOVACS • ANDY GRIFFITH • BOB & RAY

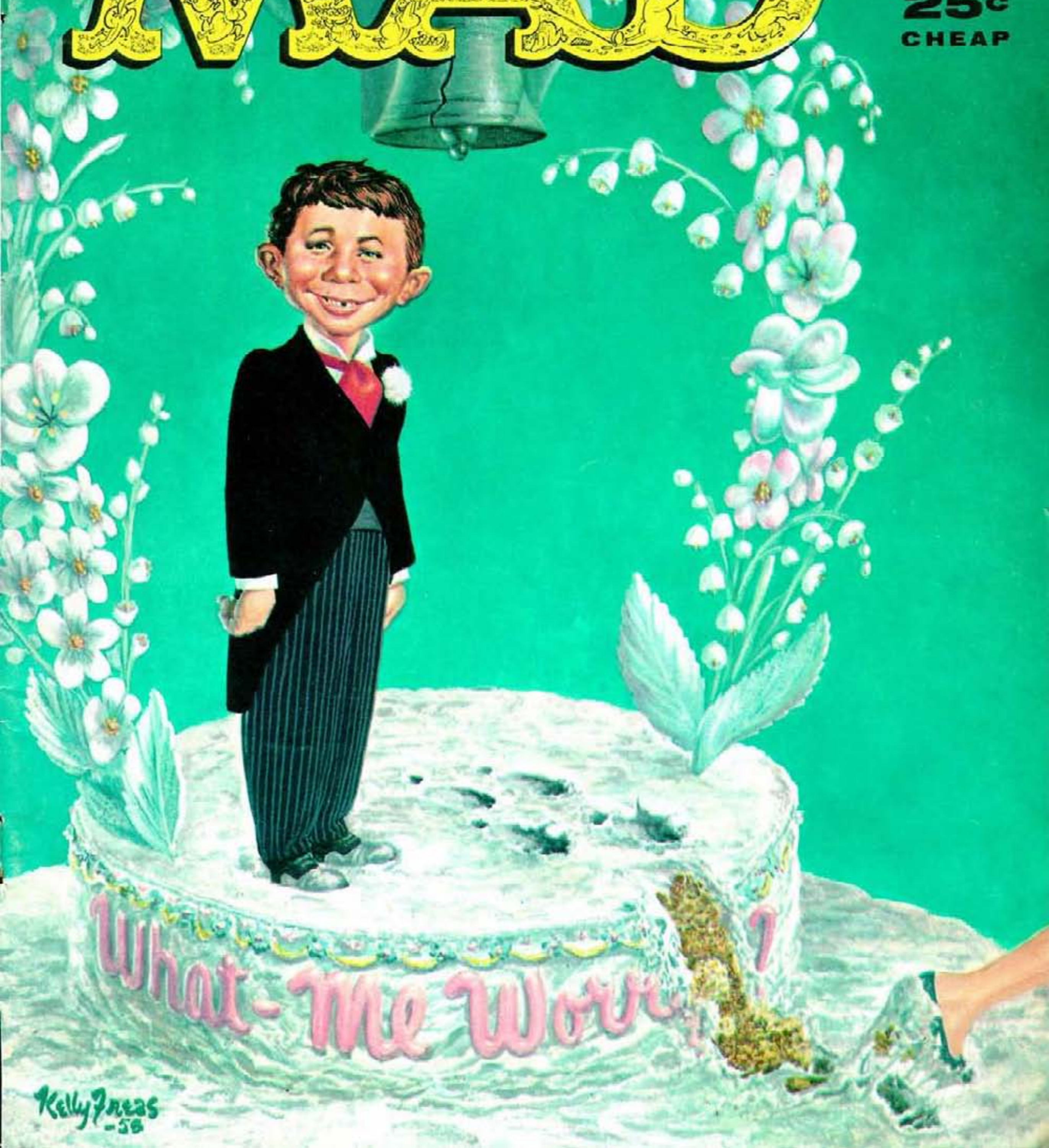
have foolishly consented to appear in this issue of...

MAD

IND

No. 40
July '58

OUR PRICE
25¢
CHEAP



NUMBER 40 JULY 1958

MAD

"It takes 12,000 workers to put a bottle of milk on your doorstep, and at 4 A.M. in the morning, it sounds like it!" —Alfred E. Neuman

PUBLISHER: William M. Gaines **EDITOR:** Albert B. Feldstein
ART DIRECTOR: John Putnam **CONTINUITY:** Jerry De Fuccio **IDEAS:** Nick Megliola
CONTRIBUTING ARTISTS: Wallace Wood Bob Clarke Frank Kelly Freas Don Martin George Woodbridge Mort Drucker Joe Orlando Basil Wolverton David Berg
CONTRIBUTING WRITERS: Ernie Kovacs Andy Griffith Bob and Ray Tom Koch Frank Jacobs E. Nelson Bridwell Paul Krassner Larry Yother Alfred E. Neuman
ADVERTISING (With a little bit 'o luck!): Zach Baym **T-SHIRT PHOTO:** Larry Maleman
SUBSCRIPTIONS: Gloria Orlando Celia Morelli **EDITOR'S DOG:** Licorice
LAW SUITS & IMITATION SCRUTINIZER: Martin Scheiman, Esq.

DEPARTMENTS

MAD—July-Aug. 1958, Volume 1, Number 40, is published bi-monthly by E.C. Publications, Inc., at 225 Lafayette Street, New York 12, New York. Entered as second-class matter at the Post Office at New York, N.Y. Subscriptions, 9 issues for $2.00 in the U.S. Elsewhere, $2.50.

VITAL FEATURES



MAD makes like them big supermarkets this issue, offers trading stamps so you can save for prizes. Only *next* issue we quit!



With summer almost here, Don Martin takes you all "Outdoors" with a trilogy of tales well-calculated to drive you back inside!



Hollywood's latest trend seems to be those teen-age monsters, so here is MAD's own version of the worst of these "horrors."



Once again, Ernie Kovacs graces the pages of MAD with his oddities. To us, why he continues is the biggest oddity of 'em all.



We've all heard of this famous Russian newspaper, but few of us have seen it. Now MAD translates a copy. So keep looking!



Next time you hear that snap, crackle, and pop, you'll know just what's going on, thanks to this report by Bob and Ray.



Every time you pick up a magazine, you see another "of-the-month" club ad. Here are a few we'd like to see, just for a change!



With the baseball season in full swing, it's only fitting that MAD print Andy Griffith's impressions of a football game.

MUCH ABBREVIATED DRIVEL DEPT.

Seems that these days, nobody starts a new organization until they can come up with a set of initials that spells out a word which describes what they do. Like f'rinstance, there's CARE (**C**ooperative for **A**merican **R**emittances to **E**verywhere), or ACTION (**A**merican **C**ouncil **T**o **I**mprove **O**ur **N**eighborhoods), or WAVES (**W**omen **A**ccepted for **V**olunteer **E**mergency **S**ervice). Well, we've been wondering what would happen if every organization in town did the same thing. And just the other day, we found out.

PICTURES BY GEORGE WOODBRIDGE

INITIALS THAT



**THE HIDDEN PERSUADERS by Brigitte Bardot

Seems that in Whiplash, Nevada, there's an organization called BLAST (**B**ooster **L**eague **A**gainst **S**enseless **T**itles) which sent us a panoramic picture of their town just after they'd completed their campaign to have every other organization in Whiplash adopt . . .

DESCRIBE THE NAME



LETTERS DEPT.



MAD PARTY GAMES

I want to thank you for publishing those great "MAD Party Games." Our crowd was getting pretty fed-up with such old-fashioned drags as "Hara-Kiri," "Russian Roulette," and "Chug-A-Lug"! At our last party, we played "Inferiority Complex" and it was a gasser. Edwin must have been an awful poor sport. Our subject took it great. He didn't shoot himself at all. He shot all the guests!

Phyllis Altman
Los Angeles, Calif.

POPULARITY POLL

I recently held a poll in the private school I attend for the "most popular magazine," and I thought you would like to know that out of 110 kids, 53 picked MAD first!

Bill Mattes
Briarcliff Manor, N. Y.

Well, you can't fool all of the people all of the time! — Ed.

WINDSHIELD STICKERS

My deepest thanks for printing the Mad Windshield Stickers on the back of your mag. They solved my parking problem completely!

Craig Zahnow
Cell Block 23
San Quentin

HEARTY APPROVAL

This might be of some interest to adults working with teen-agers. Your magazine is a great hit among the Junior and Senior High School students here in Stockton. As a parent, I heartily approve of MAD because of the excellent humor and clever articles. Also, as a parent, I approve of the absence of any material featuring distorted ideas on sex. I have heard many teachers comment on this too.

Mrs. Robert E. Condit
Stockton, Calif.

HOMECOMING DISPLAY

This picture was taken at our Homecoming game. The display, in full color, covered the front of Cortner Hall, and took over two days to produce. The men of Cortner hope it rates a space in your fine magazine.

Kenneth N. Barnes
University of Redlands
Redlands, Calif.



Rates A Space!

SNEAKY ADVERTISING

While you are reading this letter, subliminal projection is subconsciously persuading you to publish it!

Dennis Baron
Forest Hills, N. Y.

Whaddya know! It works! — Ed.

CRAZY DATES

Why is the "Special APRIL FOOL Issue" dated *May*, and on sale in *March?* Hah?

Bob Donald
Palo Alto, Calif.

We have received many letters asking us why MAD is dated so far ahead of the month it goes on-sale, so we'll try to explain: You see, a magazine is usually dated to indicate when the following issue is coming on-sale so the retailer can take the previous issue off-sale. This issue of MAD, which went on-sale in May, is therefore dated July because MAD is a bi-monthly and the dealers will know to take the issue on-sale in May off-sale in July in time for the on-sale of the September issue! If you understand this, then now explain it to us, 'cause we still don't! — Ed.

"LITTLE WOMEN by George Jesse"

MAD T-SHIRTS

I really *did* go to a plush New York night club in my Mad T-Shirt! And they *didn't* throw me out! But I had a hard time convincing them that they couldn't *fire* me because I was never *hired* . . . to mop the floors!

Eric Shtob
Brooklyn, N. Y.

I did more than dream, I actually did go to a New York night club in my Mad T-Shirt. Now, I too wear a black eye-patch like the guy in the picture! Them bouncers sure pack a wallop!

Leon Harvey
Old Westbury, L. I.

Why can't girls have Mad T-Shirts?

Macy McFarland
San Jose, Calif.

See inside back cover. Macy! — Ed.

Who's the fellow modeling the Mad T-Shirt in your May issue? I bet he's real cute without the moustache and eye-patch. Do you have any pictures of him without them?

Jeanne Brauns
Centereach, S. I.



Who Is He?

You're right, Jeanne. He *is* real cute. It's *staff-member Jerry De Fuccio, and here's a* picture of him without the moustache. He grew it the year after this picture was taken. — Ed.



Without Moustache?

"LITTLE MEN by Barbara Hutton

SAT. EVE. PEST

In "Tugboat Annie Sinks" in your Sat. Eve. Pest article, we noticed that Annie is wearing an ND sweater. Could Annie really be the great Don Miller of the famous Four Horsemen—incognito? Don, if you need a job, don't hesitate to contact us!

Jim Crowley
Harry Stuhldreher
Elmer Layden
Notre Dame, Ind.

I have seen some stupid, shocking, ridiculous and dopey things in MAD, but the cover of The Sat. Eve. Pest takes the cake! There are no *napkins* on the table! Clods!

Andrew Weissman
New York City

In "Keeping Pested," you claim that the picture of Eugene Ogg was snapped from the mouth of his cave, when it clearly shows the mouth of his cave *behind* him!

Bill and Bob Ewald
Des Moines, Iowa



Mouth Of Cave?

Picture was actually taken from mouth of Eugene Ogg's cave. What you see behind him is mouth of Irving Ugg's cave. Irving left the lights on inside! — Ed.

WRONG TOTAL

In "Why I Changed My Job," who's the boob who thinks that \$100 less \$44.20 leaves \$55.90. Actually, it leaves \$55.80. Somebody ought to tell Mr. Yinckley about this!

Jon J. Alexiou
Mission, Kansas

Somebody ought to tell the MAD staff about this, too! *Our accountant supplied us with* the figures! — Ed.

WHA . . .?

One thing I think is terrific are the comments, or whatever-you-call-them, scattered throughout the magazine. Every issue, without fail, you come up with gems. I always look forward to these little . . . whatever-you-call-them!

Ercelia Kersane
Bronx, N. Y.

We call them "Marginal Thinking," Miss . . . whatever-you-call-yourself! — Ed.

SUBURBS

Who is "Man of Distinction" in "The Suburbs Are On Their Way Out"? He looks like my long-lost uncle, Herman Glick!

Ezell Willard, Jr.
Union, South Carolina



Long-Lost Uncle?

You're right, Ezell. He *is* your long-lost uncle! Herman, a true-blooded Southerner, moved 'cause he couldn't stand living in a town with a name like yours! — Ed.

ALL ABOUT MAD

The latest issue of SCENE has an article about MAD. It's on sale now, so take a look. When you do, *don't* look at pages 25-27 where SCENE has photos of French pin-up girls. Just concentrate on the pages about MAD. They've got reprints of some of the funniest stuff we've run. Pick up a copy of SCENE . . . laugh and laugh . . . and then put it back! We don't want MAD readers *buying* other magazines! — Ed.

BACK ISSUES

Since there are no back-issues of MAD available, don't you think it would be a great idea to offer your thousands and thousands of fans (who first started reading MAD since you switched to the wide-spread, efficient, successful distribution of Independent News Company) a special opportunity to catch up on some of the best material from those great past issues (that were handled by your smaller, more inefficient distributor)? Like maybe an annual? For 50c? Double-thick? Extra color plates? Special gimmicks inside? *On sale in June?*

Harold Chamberlain
General Manager
Independent News Co.
New York City

Gee, Harold! That's a great idea! We'll do it! In fact, we're doing it! As you darn-well-know! — Ed.

Please address all correspondence to: MAD, Dept. 40, 225 Lafayette St., New York 12, N. Y.

REDEEMING FEATURE DEPT.

Tired of shelling out 25 hard-earned, borrowed, or stolen cents for each issue of MAD, and then getting nothing in return but 48 pages of drivel? If so, yours is a common complaint . . . and one that MAD answers here and now. Yes, now you can save for useful and valuable premiums as you read your way to mental deterioration. In less than six years, if you buy MAD regularly, you will experience the thrill of filling your first book. And in no time at all (about 82 years), your descendants will be enjoying the lovely free gifts pictured below, which they got saving . . .

MAD TRADI



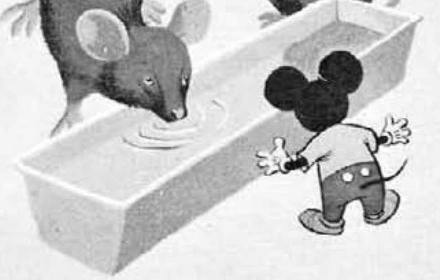
NO. 566 CHILDREN. Available in a variety of sizes and shapes, mostly fat! These youngsters were all returned to hospitals by parents who felt they'd got something other than what they'd bargained for. All come with a 90-day parts warranty. Some are house-broken . . . **127 Books**



NO. 569 LEAD ROLLING PIN. Why settle for an ordinary rolling pin which merely stuns the victim when this lovely 14-pound solid lead baby deals out concussions and fractures with ease! Please state whether right or left-handed model is desired . . . . **46 Books**



NO. 579 IMPORTED LIVE COBRA. Be the first in your neighborhood to own one of these interesting and exciting pets. All are registered males and fond of children. . . . . **38 Books**
WICKER BASKET for above. . . . . **19 Books**
COBRA FOOD, GRAVEL and **TREAT**. . . . . . **5 Books**



NO. 575 ALUMINUM WATERING TROUGH FOR MICE. Any doctor will tell you how unsanitary it is to have mice in your home drinking from the same glasses as the family. Help stamp out plagues among your loved ones by watering your mice from their own trough. . . . . **17 Books**



NO. 572 BIRD BATH FOR OWLS. This beautiful illuminated bird-bath is also ideal for bats and other night-flying marauders. Rids your yard of rats and brings in something worse. Comes in natural concrete gray only. . . . . **25 Books**



NO. 563 BOOZE. Why waste your valuable MAD trading stamps on frivolous items when they can be used to obtain something useful, like booze. This is pretty good stuff, run in via Coast Guard boats, from Sweden. Distilled from anti-freeze. Guaranteed to paralyze. Per fifth . . . . **17 Books**



NG STAMPS

PICTURES BY BOB CLARKE



NO. 604 ALL-STEEL TOLL BRIDGE. This mile-long four lane bridge can be a real money-maker when placed in the proper location. Comes in black or battleship gray, complete with toll gates. Specify colors when ordering. . . **1,500,000 Books**
RIVER for beneath above. . . . . . . **250,000 Books**



NO. 608 SCALE MODEL TOY GUILLOTINE. Any child will be overjoyed to receive one of these handsome guillotines made of sturdy oak with hollow-ground steel blade. More than just a toy, it really works despite diminutive size. Excellent for beheading dolls and small pets. . . . . **34 Books**



NO. 611 FINGERNAIL CLIPPINGS. After more than a year, we are again offering this product of 1001 uses. Clippings, both plain and with nail polish, come mixed in attractive plastic bags. An ideal gift. 5 lb. bag. . . . . **9 Books**
10 pound bag. . . . . **19 Books**



NO. 619 GORILLA CLOCK-LAMP COMBINATION. Utilitarian as well as decorative, this stuffed gorilla with clock in stomach and handsome reflecting lamp coming from head has proved to be our most popular item. Gorilla guaranteed not to shed for 30 days, or bite for 60. Clock, made by Congo natives out of jungle vines and used herring tins, obviously isn't guaranteed for any thing . . . . **158 Books**



NO. 615 SPUTNIK. No need to stand around with your hands in your pockets while the Russians and Americans shoot up baby moons all around you. Now you can get into the satellite race with this sputnik made of sturdy laminated chicken fat. Comes completely equipped, except for launcher, which is *not available* . . . . **327 Books**
With Radio Equipment. . . . . **479 Books**
With Radio Equipment and Dog. . . . . **1,200 Books**

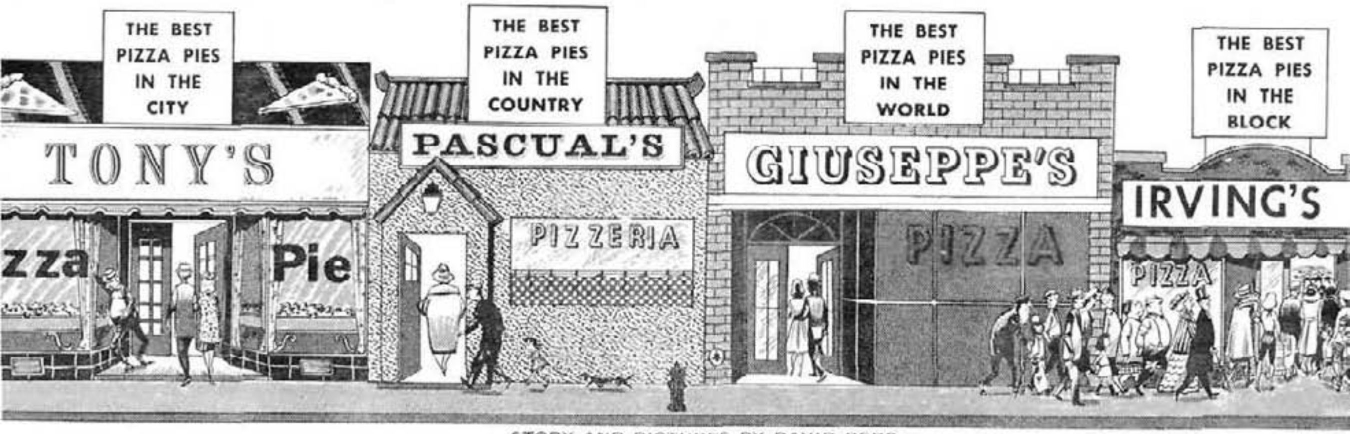


NO. 711 NEUMAN TRILOGY. A prized addition to any library, this beautiful ibex-fur-bound set includes all three volumes of the best-selling biography "The Life and Times of Alfred E. Neuman": Vol. I—"The Twisted Boyhood Years"; Vol. II—"The Misguided Adolescent Years"; and Vol. III—"The Sick, Sick, Sick Adult Years." Complete set . . . . **109 Books**
Complete set with pages printed. . . . **1109 Books**

**THE LAST ANGRY MAN by Bob Harrison

Let's face it! The Italians have built a better mouth trap. And now, the world is beating a path to the Pizzeria door. Here, then, is an article about the pie that's rapidly replacing "apple" as our National Pastry...

PIZZA PIE



STORY AND PICTURES BY DAVID BERG

INGREDIENTS NEEDED FOR A PIZZA PIE



First, dough is needed.



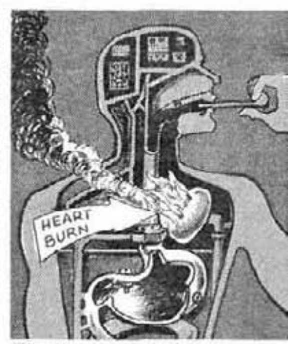
Next, chef is needed... to knead the dough.



Then, Mozzarella cheese and Tomato sauce are needed... to spread on the kneaded dough.



Then, anchovies, mushrooms, peppers, sausages or onions are needed to kill the taste of the previous ingredients.



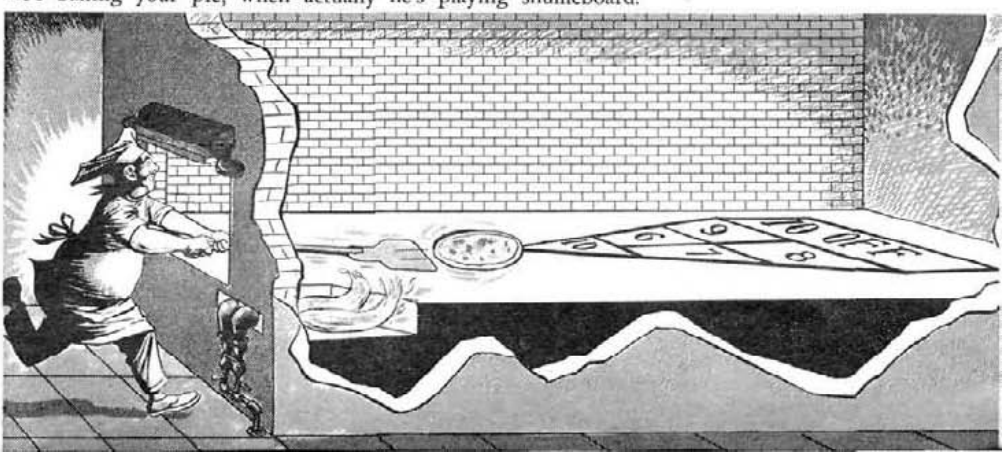
Finally, a cast-iron stomach is needed to help digest the mess.

MAKING A PIZZA PIE

The chef then places the pie in the oven.



Next, he manipulates pizza with a big wooden paddle. You think he's baking your pie, when actually he's playing shuffleboard.



EATING A PIZZA PIE

Grasp hard crust of pizza with thumb and first two fingers of one hand...



Lift section from rest of pie. With this method, section will flop over...



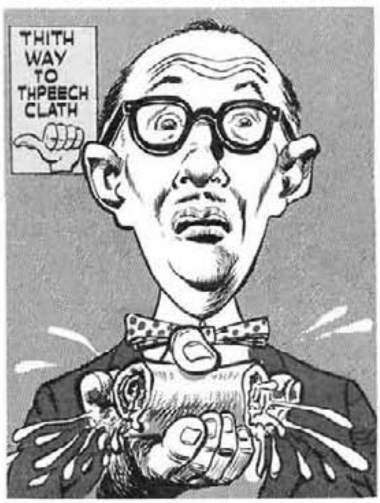
...getting icky sticky gook all over your new $49.50 charcoal-gray suit.



Neatly roll up pizza pie section from point to hard crust as shown above...



With this method, the ingredients are sure to ooze out from both sides...



...getting icky sticky gook all over your new $49.50 charcoal-gray suit.



If you are a he-man type pizza eater, grasp whole pie firmly in both hands.



With this method, whole pie will fall apart, as it has been pre-sectioned...

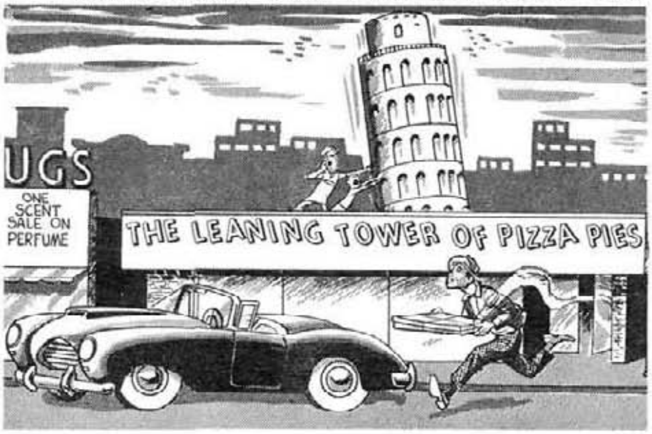


...getting icky sticky gook all over your new $49.50 charcoal-gray suit.



PIZZA PIE TAKE-OUT ORDERS

If your family wants to eat Pizza at home, you can always dash down to the nearest Pizzeria for a "take-out" order.



If you get caught in traffic jam on the way home, you can always set fire to the car seat to keep the Pizza pie hot.



If you get caught speeding on the way home, you can always offer piece of Pizza as bribe, known as "Cheezit, the Cop!"



If you finally get the Pizza home, and it's ice cold . . . you can always take the family out to a nice Chinese Restaurant.



NEW USES FOR PIZZA PIES

Like all fads, Pizza Pie popularity may fade. When this happens, MAD is ready to save the Pizza Pie makers with these suggested . . .

Continental-style back for cars



Life nets for firemen



Introduce J. Arthur Rank movies

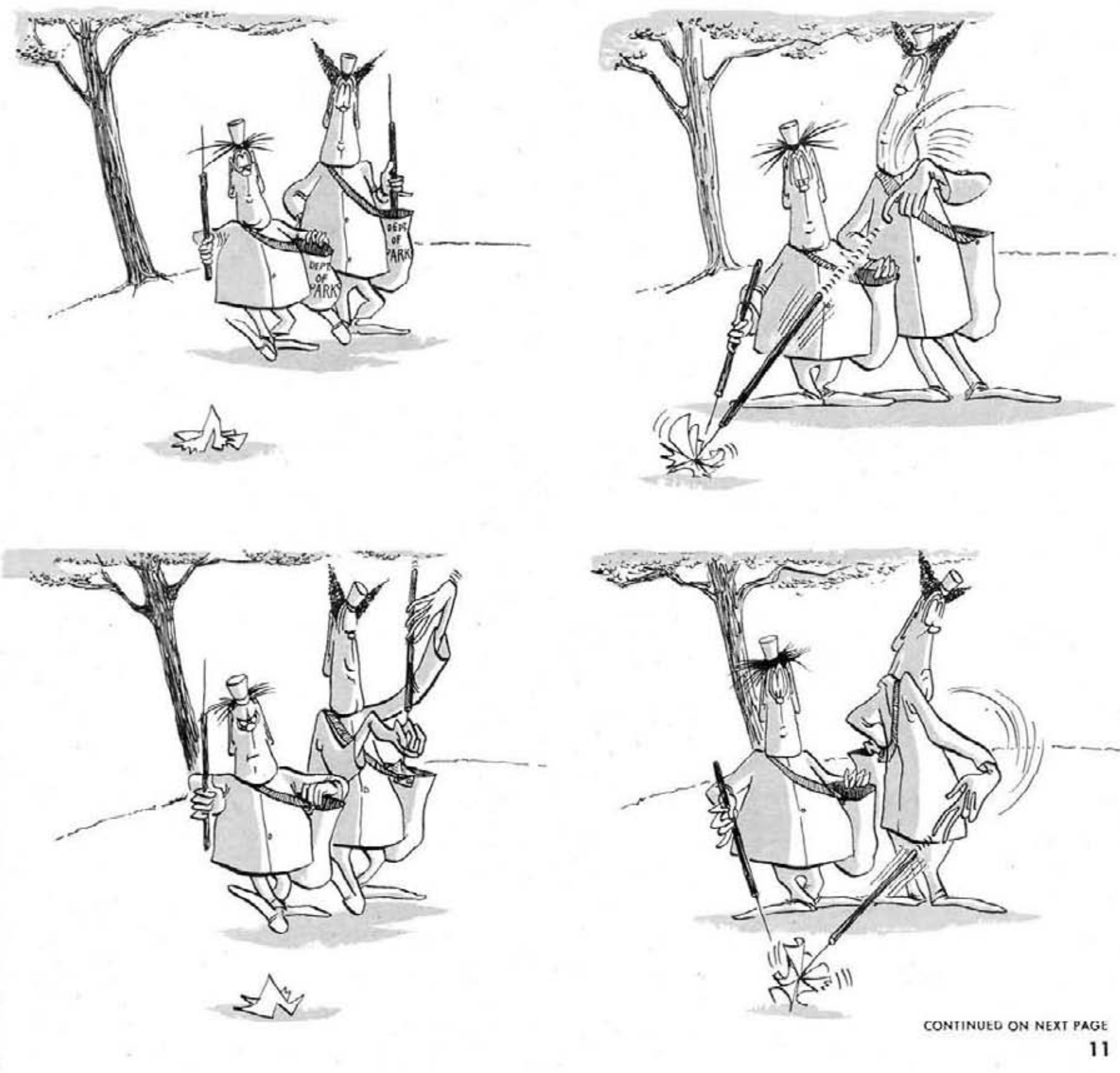


DON MARTIN DEPT. PART I

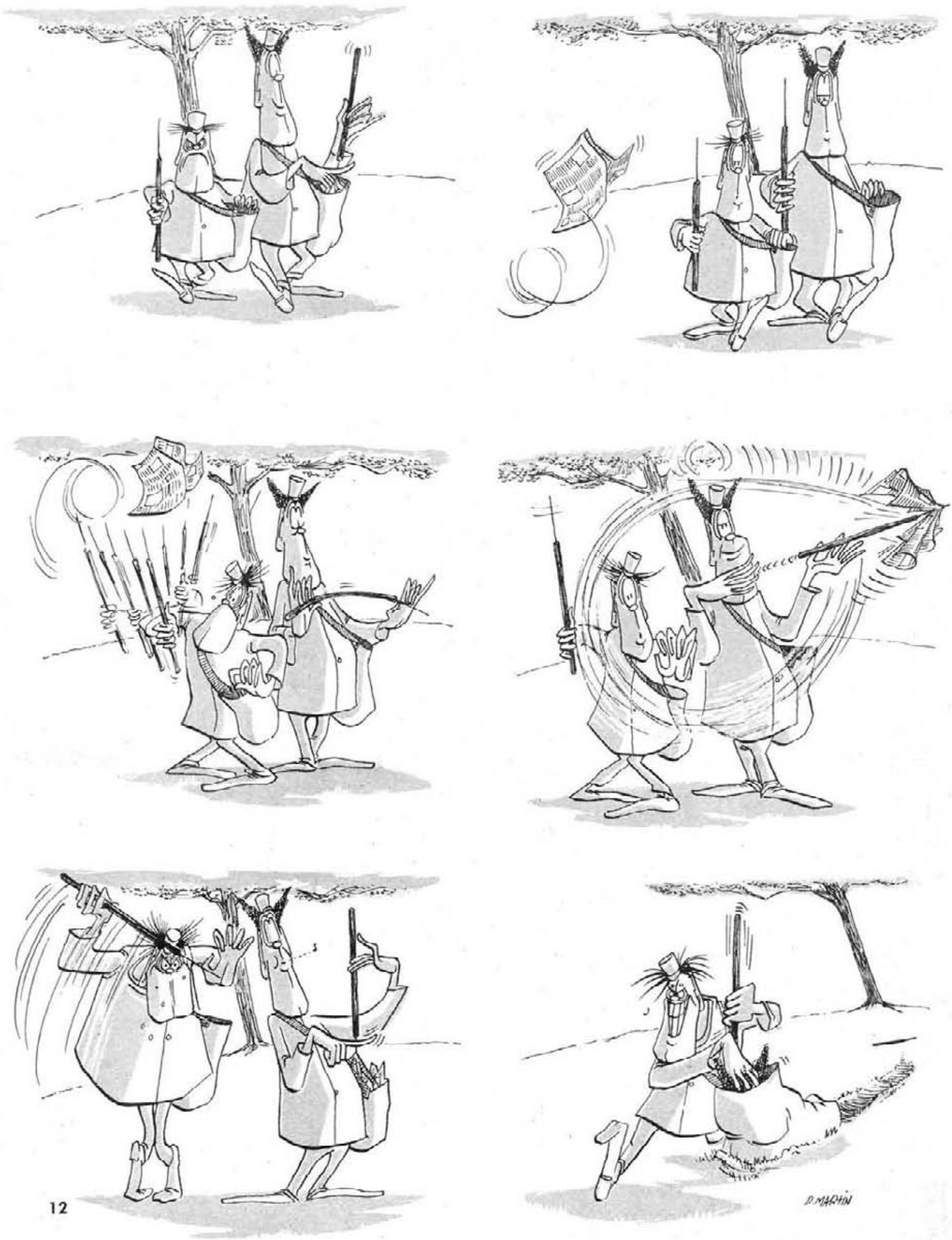
This is the time of year when bright green shoots are pushing up from beneath the earth, and dull MAD artists are crawling out from under the rocks! So, let's go . . .

OUTDOORS
with
Don Martin

The Paper-Pickers



CONTINUED ON NEXT PAGE


D. MARTIN

BOY MEETS GHOUL DEPT.

MAD REVIEWS ULTIMATE IN HORROR IN ADVANCE OF ITS FIRST SHOWING

(In fact, in advance of its being filmed!)

Yes, by George, we've done it again! You'll be seeing this picture in your neighborhood theater sooner or later! It's the logical, if not inevitable, film in the new line of hair-raising, spine-tingling, mind-rotting horror epics Hollywood's been making lately. Remember how you loved the very first classic monster pictures, *Dracula, Frankenstein, The Mummy, Snow-White?* Remember how you even enjoyed all the sequels . . . *The Son of Frankenstein, Dracula's Daughter, Mighty Joe Young?* And then remember how they discovered the Science-Fiction horrors . . . *The Creature from the Black Lagoon, Them, Godzilla* (a horror in any language!)? And then, how they got real horrible: *Abbott and Costello Meet Frankenstein* and *Abbott and Costello Meet Dracula?* Well, now they're just disgusting! . . . *I Was A Teen-Age Frankenstein* and *I Was A Teen-Age Werewolf!* The next thing you know, we'll be seeing this!

ECCCCHHH, TEEN-AGE SON OF THING



Photoplay by Strudwick Wickerwire (*shown above*)



**EACH DAWN I DIE by Jack Parr

Picture opens with fifteen minutes of fog. Superimposed over it, the blurry credits move swiftly across screen. (They're really ashamed of this one!)



First shock comes when a body without one single mark on it, and without a single drop of blood in its veins is suddenly discovered . . . in the balcony!



Through the dismal grey fog, we can make out a laboratory with intricate-looking equipment. The fog suddenly clears up when audience yells "Focus!"



We see two figures strapped to tables. One is monstrous, the other is small.

Lights flash. The equipment crackles. The huge figure twitches...then moves.

It drags heavy feet slowly across the laboratory, hesitates, picks up phone.





CONTINUED ON NEXT PAGE


EEEAAHH!
Stop this minute . . . you fiends!
Drake Carter, noted Monster Breaker! What do you want?
Don't play innocent with me! You know very well what I W A N T . . .
Impossible!! He's mine!
You have no choice! I know your secret!
You're right! I'll . . . I'll give you . . . ten percent!
Twenty-five! An even four-way split . . . or . . .
all right! all right!
YOU AIN'T NUTHIN' BUT A HOUN' DOG . . .
Shut him up already! It's unbearable!
**THE IDIOT by Alfred E. Neuman
Wake up, Morton Finster! Wake up! You are no longer a Rock 'N Roll singer . . .
What happened?
It's all right Finster! You'll soon be rich! It's disgusting!
Better call the hospital, Alan! Four of the girls have passed out!
By the way, Carter, have you met Alan? . . . ALAN FREED!?
EXTRA! EXTRA! TEEN-AGE MONSTER STILL KILLING THEM AT THE PARAMOUNT! PARENTS ENRAGED!
ALAMO FALLS!
Hello, Drake Carter, noted Rock 'n Roll singer's agent!
Like I always say, Louis Furd! if you can't beat 'em . . . join 'em!

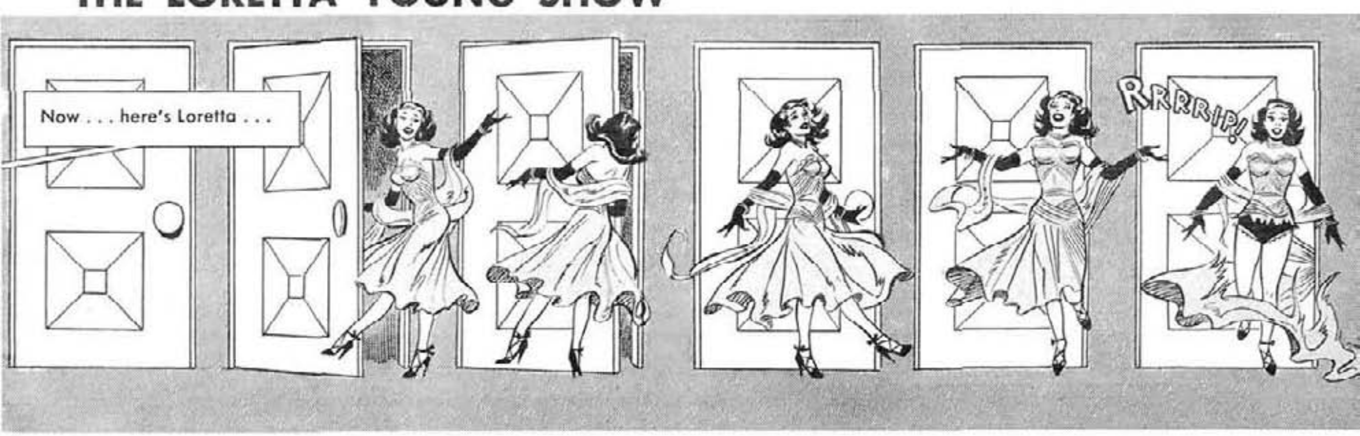
TV SCENES WE'D LIKE TO SEE

PICTURES BY JOE ORLANDO

PEOPLE ARE FUNNY



THE LORETTA YOUNG SHOW

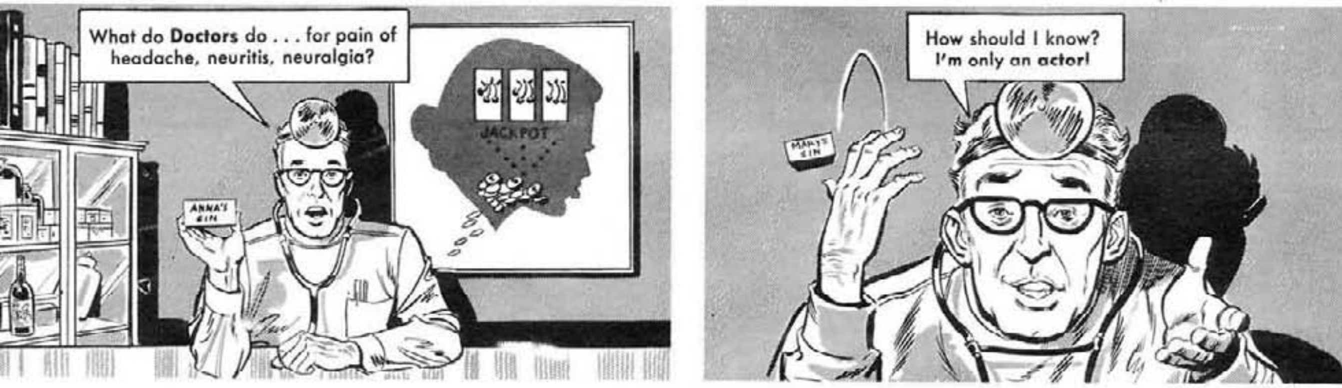


I'VE GOT A SECRET



**MAGNIFICENT OBSESSION by Mario Lanza

THE ANACIN COMMERCIAL



THE MICKEY MOUSE CLUB



THE LONE RANGER



THE LINEUP





ERNIE KOVACS DEPT.

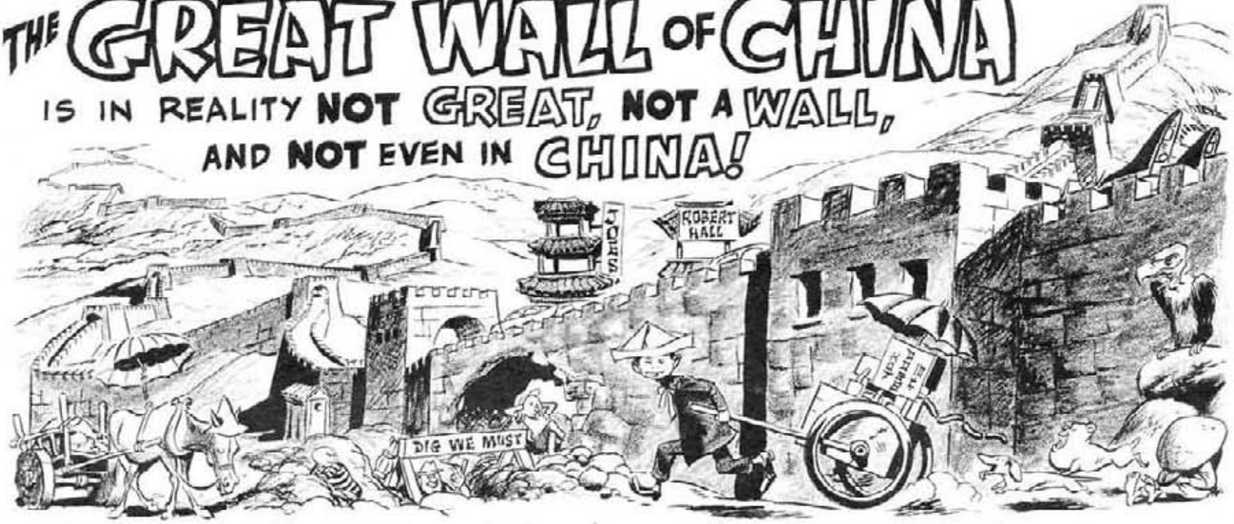
Strangely Believe It!

PICTURES BY WALLACE WOOD

Contrary To Established Opinion,

THE GREAT WALL OF CHINA

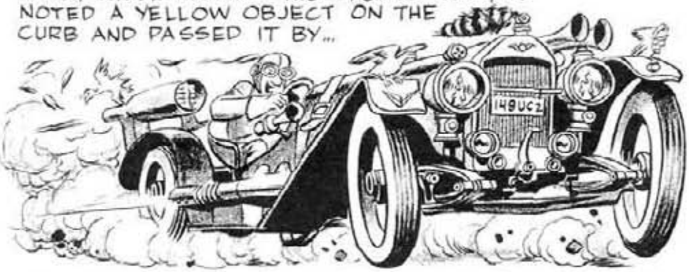
IS IN REALITY **NOT** GREAT, **NOT A** WALL, AND **NOT** EVEN IN CHINA!



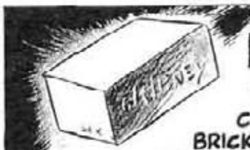
IT IS IN THE BRONX, WHERE IT IS CALLED THE TRIBOROUGH BRIDGE.

AMBROSE FUFNIK

WILL NEVER FORGET THE JULY MORNING IN 1947 WHEN, WHILE DRIVING HIS SPORTS CAR, HE NOTED A YELLOW OBJECT ON THE CURB AND PASSED IT BY...



IT WAS A STOP SIGN, AND FUFNIK GOT A FIFTEEN DOLLAR FINE, WHICH HE RESENTS TO THIS DAY.



HARPER M. GRIBNEY,

A Brickmaker from Oak Grove, Ohio, **CARVED HIS NAME** ON A **BRICK** HE WAS MAKING WHEN HE WAS JUST AN APPRENTICE IN THE BUSINESS. EXACTLY **THIRTY-TWO YEARS LATER**, GRIBNEY HAD COMPLETELY FORGOTTEN THE INCIDENT.

A STARTLING OPERATION WAS PERFORMED AT THE **LONDON ZOO** IN SEPTEMBER. A COMMON **GARTER SNAKE** WAS FITTED WITH A **GLASS EYE!**



WHAT MADE THE OPERATION EVEN MORE STARTLING WAS THE FACT THAT THE SNAKE HAD EXPECTED A HEARING AID.

AT THE AGE OF **18, PRINCE LADISLAUS** of Pomerania LED A FORCE OF ONLY **1800 MEN** AGAINST THE COMBINED ARMIES OF **FRANCE** AND **AUSTRIA**, WHICH NUMBERED **OVER 208,000 TROOPS!**



He was soundly defeated.

**THE MAN IN THE IRON MASK by Bobe Pinelli

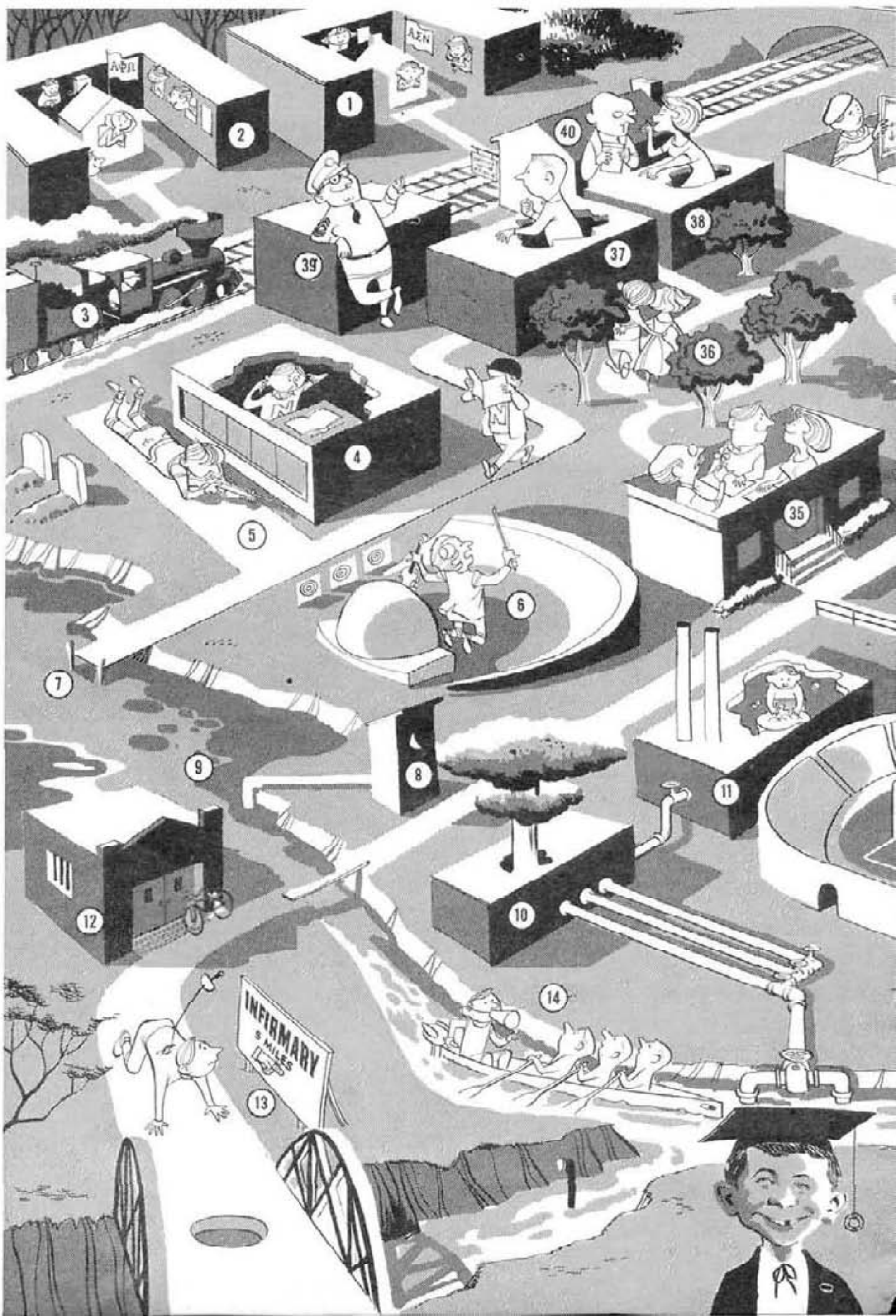
STUDENT BODIES DEPT.

MAD SOLVES COLLEGE-OVERCROWDING

ALFRED E. NEUM

Now, MAD takes a look at a national emergency... College-Overcrowding! Experts say that hundreds of colleges and universities will have to be built in the next ten years to accommodate the growing army of potential college students in Elementary and High Schools today. MAD says . . . not

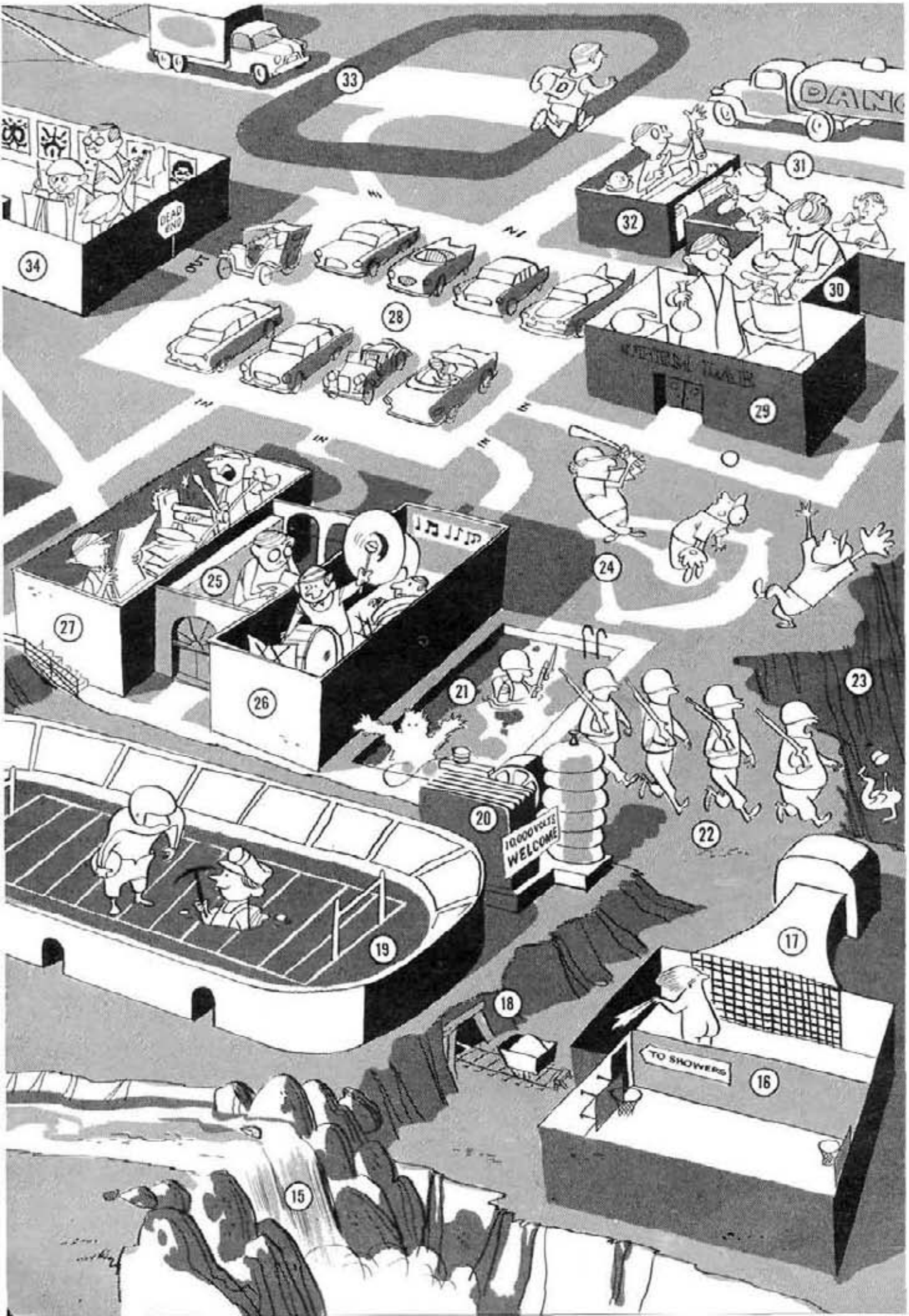
The campus of Alfred E. Neuman University has been carefully planned to include features that will eliminate its students as quickly as possible. Like: Sorority Row (1) is built around one frat house, and Fraternity Row surrounds one Sorority House (2). Right away there's a mess! Students from these areas must cross railroad tracks (3) to get to the campus. Right away, another mess! Student Study Hall (4) is located alongside of the Rifle Range (5). Ensuing noise should drive a few studious individuals nuts. The Rifle Range's Targets line up with the Outdoor Ampitheatre's Seats (6). A few wild shots, and the Music Dept. has vacancies. The Student Promenade is designed for taking long walks on short piers (7). College Cesspool (8) is located so it will drain into College Reservoir (9). Radiation Laboratory (10) supplies heavy water for College Laundry Plant (11). Law School (12) is placed at entrance to road (13) to Infirmary, deliberately located five miles away from campus, exhausting the ambulance-chasing Law Students, not to mention killing the injured ones. River for Crew Races (14) ends in Waterfalls (15).



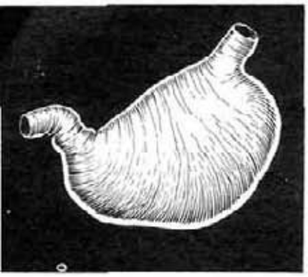
PROBLEM WITH "CAREFULLY PLANNED" AN UNIVERSITY

true! Only one or possibly two "carefully planned" colleges would have to be built to eliminate this problem as fast as it grows. "Carefully planned" meaning . . . college would be specifically designed to eliminate these potential college students as fast as they arrived on the campus!

PICTURES BY BOB CLARKE

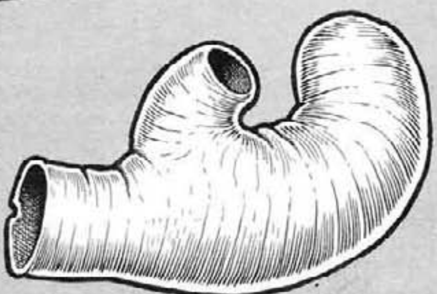


Gym Locker Room (**16**) is terminal point for Wind Tunnel (**17**). causing bad cold-and-pneumonia drafts. The School of Mines' practice-shaft (**18**) tunnels under College Stadium (**19**). Power Plant (**20**) stands beside Outdoor Pool (**21**), offers shocking displays. R. O. T. C. Parade Grounds (**22**) run between Outdoor Pool and Alf's Cliffs (**23**). Baseball Diamond (**24**) is placed so that a need for outfielders is continuous. Library (**25**) is fiendishly located between Music Hall (**26**) and Newspaper Printing Press Hall (**27**). Parking Space for expected 450 cars is met by 10 car lot (**28**), which has **6** entrances and only **1** exit. Chem Lab (**29**) shares kitchen (**30**) of Cafeteria (**31**) which overlooks windows of Anatomy Dissection Lab (**32**). Outdoor Running Track (**33**) crosses the State Thruway. Art Hall and Psychology Hall are housed in same quarters (**34**) so the Art Majors and Psych Majors can drive each other nuts. Biology Hall (**35**) leads out to Lover's Lane (**36**). Men's Dorm (**37**) and Women's Dorm (**38**) are so close together that most students end up semester either at Army Recruiting Station (**39**) or at The Justice of the Peace (**40**).

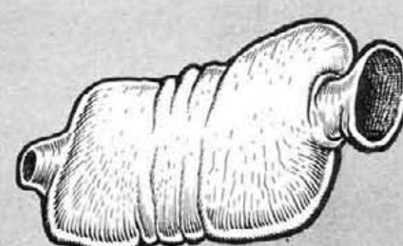


BELLY LAUGHS DEPT.

Most people believe that the normal stomach looks something like the one pictured at the left. However, according to a recent medical report by Basil Wolverton, M.D. (MAD Doodler), this is not true! Actually, the shape of the stomach is determined by the personality of its owner, and everybody's stomach looks different. As proof, MAD reproduces these sketches of famous stomachs made by Dr. Wolverton for his revolutionary



FLOYD PATTERSON



PRINCESS MARGARET



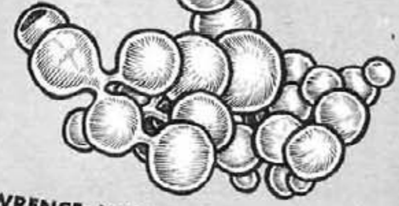
NIKITA KHRUSHCHEV



HAL MARCH



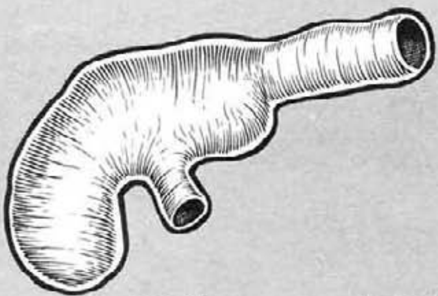
TOMMY MANVILLE



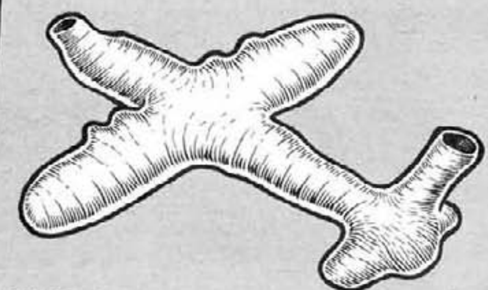
LAWRENCE WELK

**THE ENEMY BELOW by Norman Vincent Peale

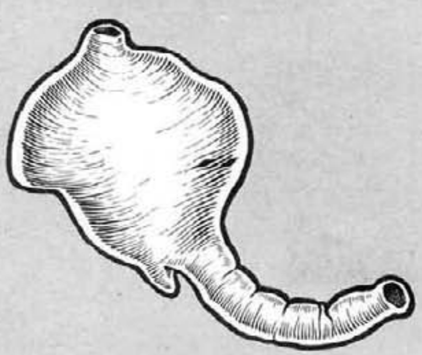
INSIDE STORY



RICHARD BOONE



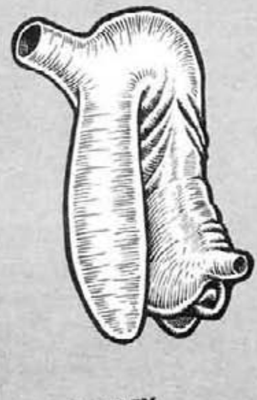
JOHN FOSTER DULLES



RICHARD NIXON



ADLAI STEVENSON



ELVIS PRESLEY



BEN HOGAN

BLACK AND WHITE, AND RED ALL OVER DEPT.

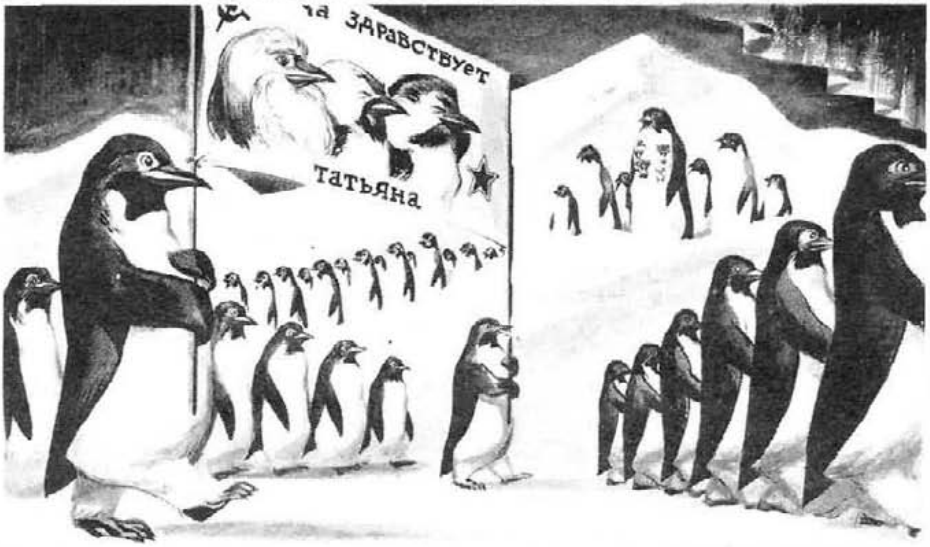
Everybody has heard about it! But few people have seen it! **MAD** now proudly presents a translated recent issue of . . .

PRA

Vol. (withheld) No. (suppressed)

"It's crackers to slip a

ANTARCTIC MAY DAY RALLY TO BE SUCCESS



Members of Communist Party in Antarctica (shown here in dress-rehearsal) will perform spontaneous demonstration of equality by wearing identical uniforms in annual May Day Parade. Rally will be followed by annual May Day Banquet, where Party comrades will hear speakers demand off-shore fishing rights and full representation in the United Nations.

UNSAVORY AMERICANS

(No. 7 in a series)

Our Unsavory American for today is Alfred E. Neuman, reactionary Wall Street manipulator, who is responsible for deceiving millions of unsuspecting U.S. readers.

Neuman is the "brains" behind one of America's most insidious publications, which cunningly distracts its exploited readers from the misery and deprivation around them by filling their minds with propaganda-filled nonsense under the guise of humor.

As corrupt Press-Lord of the monopolized publishing industry in the United States, Neuman greedily lines his pockets with the earnings of



Alfred E. Neuman

downtrodden laborers and the meager allowances of teen-agers under the pretense of entertaining them. Proof of his callous indifference to this foul deception of the U.S. reading public was demonstrated recently. When confronted with a direct accusation from our reporter, Neuman smiled wickedly and sneered, "What, me worry?"

RASKOLINOVSKI GETS 30 YEARS

Maxim Raskolinovski today was branded as a traitor to the working class and sentenced to 30 years in a labor camp in Siberia. He was found guilty of treason, espionage, deviation, and buying a subscription to "Fortune."

In passing sentence, the People's Court of the Supreme Soviet named Raskolinovski responsible for the Moscow Bomb-Scare of 1934, the failure of the Five-Year-Plan of 1935-40, and the Khartov Purge of 1941.

In addition, Raskolinovski was convicted of being a secret spy for the Beria faction, a sympathizer of warmongering pro-Western causes, and anti-Vodka.

The People's Court delayed imprisonment for six weeks in order to give Raskolinovski, age **6**, time to finish his first year class in Marxism at Moscow Public School No. 4.

U. S. BOY SCOUTS VICTIMIZE YOUTH

A PRAVDA survey reveals that an organization called the Boy Scouts is turning American youngsters into hostile, war-mongering imperialists.

Every boy who is forced to join the Boy Scouts is trained to be a master of all forms of espionage, violence and germ warfare. He quickly becomes a dangerous tool of the ruthless U.S. Government.

At the age of eight or nine, innocent American boys are forcibly herded into an organization known as the Cub Scouts, which prepares them for future foul deeds. The Cub Scout Dictators force the youths to worship the wolf, one of the most vicious and uncivilized of predatory animals.

After three years of servitude in the Cub Scouts, the boys, now holligan adolescents, are forced to join the older, more corrupt Boy Scouts. Here, they are snatched from their families and taken to primitive forests where they must live in unheated tents.

The most deceitful ritual is the shameful "Court of Honor," where the young war-mongers are decorated with so-called "Merit Badges." It is here that they receive awards for their work in such insidious fields as "Swimming" (Underwater Demolition and Sabotage), "Chemistry" (Germ and Poison Gas Warfare), "Pathfinding" (Counter-Espiönage), and "Pioneering" (Exploitation of Undeveloped Nations).

Continued, in 5th column

VDA

NO NEWS IS GOOD NEWS

ozzer the dropsky in snide!" April 20, 1958

KHRUSHCHEV RETIRES, BREAKING UP PARTY

Party Boss Nikita Khrushchev retired last night after spending only two hours at a Kremlin party honoring the Third Anniversary of the Recovery of his Prized Pair of Gold Cufflinks. Comrade Khrushchev's decision to get an extra two hours' sleep by going to bed at 10 P.M. caused the party to break up much earlier than had been expected.

Earlier in the day, the Party Boss delivered the second of his series of Exchange Speeches, offering eternal Soviet friendship in exchange for occupation of the Eastern half of the United States. Typical imperialistic, anti-humanitarian reactions to speech from the U.S. are expected momentarily.

Also in his speech, Comrade Khrushchev again violently attacked the new USSR vodka tax which was recently put into effect.

"This measure," he protested, 'was passed by the Kremlin while I was absent checking on local stills to see if they had reached their quotas! Heads will roll for this counter - revolutionary outrage!

KHONYAK HURLS TOP ACCUSATION

The fifth day of the annual Moscow Indoor Track and Field Games ended yesterday with Comrade Insky (Lungs) Khonyak capturing the bitterly-contested championship for Accusation Hurling. Without the aid of a microphone, Comrade Khonyak hurled a six-word accusation ("The West is full of Imperialists!") 516 feet to establish a new all-USSR record.

Second place went to Comrade Stepan Kiosks, who hurled a five-word accusation ("Wall Street's Dominated by Bankers!") 495 feet.

The highly favored hurler, Igor Bivorsky, had to bow out of the competition when he suddenly lost his power of speech in the middle of his seven-word accusation ("They won't let me out of Russia!")

In the Women's Events, Yetta Samovar captured the Banner Waving crown by wig-wagging a 12-foot red flag for 17 hours with one arm.

Here is today's schedule:

1 p.m. . . . Sabre Rattling
2 p.m. . Traitor Branding
4 p.m. . . . Issue Clouding
5 p.m. . . . Veto Shouting

In their efforts to completely control American youth, the Scout czars have also set up a sister-organization called the Girl Scouts. This ill-conceived group turns young girls into unpaid door-to-door cookie vendors. The proceeds of these sales, of course, go directly to the Wall Street masterminds of the entire plot.

PARIS COPIES SOVIET FASHIONS



Vladimir Pinsk (left), noted Moscow designer, displays the newest selections of 1958 women's fashions. At the same time, he blasted Paris for taking credit for the sack dress. "Russian women," he said, "have been wearing the sack dress since 1920!"

TODAY'S EVENTS

11 a.m.	—Mammoth Peace Rally at Schlimsky Artillery and Guided Missile Works.
1 p.m.	—Farewell Address of Comrade Ivan Awflitch, Commissar of Livestock.
1:30 p.m.	—Trial and Sentencing of Comrade Awflitch.
2 p.m.	—Inauguration of Comrade Georgi Kasha as new Commissar of Livestock.
3 p.m.	—Kremlin Ladies Bridge Club Charity Duplicate Game, proceeds go to Widow Awflitch. Mrs. N. Bulganin, Hostess.
7 p.m.	—Meeting of Volunteers for Siberia in clubcar at Moscow Railway. Depot. Attendance is compulsory.
8 p.m.	—Meeting of Daughters of the October Revolution at home of Mrs. Mischa Moscha III.

PRAVDA NAMES NEW EDITOR

Pravda is pleased to announce that Comrade Boris Trepak has been named new Editor. Comrade Trepak replaces the late Comrade Vladimir Grovno who resigned suddenly last week after an error in editorial judgment.

Ex-Comrade Grovno's error unfortunately allowed a photograph of Premier Bulganin to be erroneously captioned "The Leningrad Gas Works."

A special detachment of Polit Bureau officials called on Comrade Grovno at 5 A.M. yesterday to notify him of his error.

The new Editor is a nephew of Premier Bulganin. This is his first job.

INDEX

This announcement in response

YOUR DAILY HOROSCOPE

ARIES March 21–April 19
Don't trust anybody today. This includes your friends, your co-workers, your relatives. They are all out to expose you.

TAURUS April 20–May 20
This is a good day for you. You have nothing at all to fear from the stars, the planets, or the secret police.

GEMINI May 21–June 21
A favorable time to carry out your plan for turning in someone you hate as an enemy alien. However, you must act with speed. Tomorrow, the positions of Saturn and Jupiter reverse, and he may turn YOU in!

CANCER June 22–July 21
Beware of people born under the signs of Aries, Taurus, Gemini and Leo. Also be suspicious of those born under Virgo, Libra, Scorpio, Sagittarius, Capricorn, Aquarius and Pisces. As a matter of fact, play it smart and keep under cover.

LEO July 22–Aug. 21
This can be the most favorable day of the year for you, if you're lucky enough to live through it.

VIRGO Aug. 22–Sept. 22
There is good reason for optimism today. Some one you love will be sent home from Siberia. Someone you know will be appointed a Commissar. And someone you know will serve you Borscht for supper.

LIBRA Sept. 23–Oct. 22
Today is a good day to take stock of your life. Spend your time buying insurance, making out your will, and saying good-bye to your loved ones.

SCORPIO Oct. 23–Nov. 21
People born under this sign of the Zodiac (or any other sign, for that matter!) will be shot on sight today (or any other day, for that matter!) if they happen to own radios and are caught listening to The Voice of America.

SAGITTARIUS Nov. 22–Dec. 21
(This sign of the Zodiac, and all people born under it, eliminated by order of the Kremlin!)

CAPRICORN Dec. 22–Jan. 20
There are opportunities for success today, but watch your step. Beria was born under this sign, and you know what happened to him!

AQUARIUS Jan. 21–Feb. 19
A twenty-year holiday is planned for you. Call Kremlin 3-1000 and ask for Nikita.

PISCES Feb. 20–March 20
Beware! Big Brother is watching you!

the theme of two-day annual meet

"THE RED BADGE OF COURAGE by Nikita Khrushchev

buy them. They are made strictly for 'show' appe...

MAN ABOUT MOSCOW

by Cholly Smirnoff

The Nikita Khrushchevs (He's the Dry Cleaner!) may call it quits . . . Warning to N.B.! There's a wolf at your door . . . Prize-fighter Beef Stroganoff celebrated his last night's TKO by staging a ten-round private fistfest with his better half. Naughty, naughty! You woke up the neighbors!!!

Quite a brawl last Boozeday ayem at the Club Livitnov! It all started when a VP's spouse suddenly took a dislike to her husband's current platinum-blonde five-year-plan . . . Tanya Rostov's new novel, "Sin on the Steppes" is a scorcher! Understand it's been banned in Stalingrad!

The Nikita Khrushchevs (He's the Songwriter!) look like they're kaput . . . Seen holding hands at last week's purge trial: Boris Goudnov and Anna Pavlova! Didn't even bat an eyelash when the sentences were pronounced on them! Ah, love!!!

Don't miss Zelda Fiffnick's warbling at the Cafe Balalaika! When she sings "Borscht Blues" she brings down the house . . . The Nikita Khrushchevs (He's the Bootlegger!) may ring the bell!!!

Eyes popped when starlet Sonia Vontz slithered into the Bolshevik Bar, clad in a skin-tight burlap evening gown. Then a wise guy pulled a loose thread! Some floor show!!!

The Nikita Khrushchevs (He's the Squash-Grower) may go bye-bye . . . Friends are pondering the whereabouts of Caviar King Ivan Rofnifoff! Siberia, anyone? . . . Producer Gregor Schrodnick will do a musical based on "Das Kapital"!!!

brains in the land are at work trying to out-do each

ADVICE TO THE LOVELORN

Comrade Lovelorn Editor,

My sweetheart, Mischa, is completing the sixth year of a five-year plan on a collective farm. Until now, he has used me to pull his plow. But yesterday, he told me that as soon as the five-year plan was over, he was going to replace me with a tractor. Should I be insulted?

Laika

Comrade Laika,

From the tone of your letter, it appears that you are highly critical of the Soviet Collective Farm policy. I am forwarding your letter to your local Commissar who, I am sure, will take the proper steps toward having you re-indoctrinated. In the meantime, I suggest you read Pamphlet V445, "Togetherness on a Collective Farm."

Comrade Lovelorn Editor,

I am in love with my factory overseer. Every week, I work hard so I will go over my quota and rank at the top of my section. But he doesn't even give me a tumble. How can I make him notice me?

Blintza

Comrade Blintza,

Try removing your welder's mask.

Comrade Lovelorn Editor,

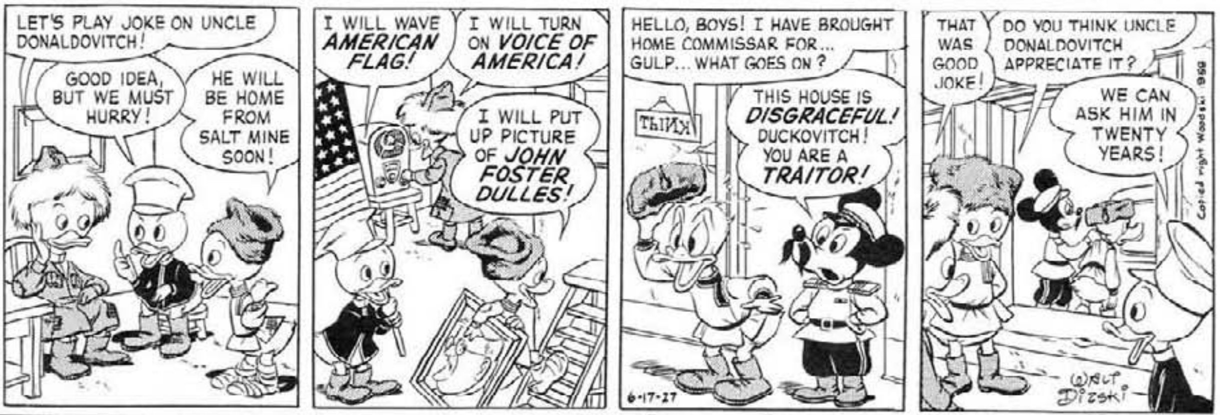
Recently I attended a function at the Kremlin where I was introduced to the Commissar of Culture. First, he poured me a glass of vodka. Then, he danced with me. Finally, he took me into a quiet corner and promised that if I were a good girl he could get my picture on a propaganda poster. What do you think he really has on his mind?

Halvah

Comrade Halvah,

Народ идет к прогрессу и свободе. Нет экономического Турции!

DONALDOVICH DUCKSKI



oilfields, you can bet ...'s

Pravda's

TV REVIEWS

FRONTIER COMRADE *(Eastern)*

"Frontier Comrade," the latest Soviet TV "Eastern," ranks as the best so far. Filled with suspense, action, and gunfights, the premier show told the dramatic story of Petrov Earpski, who made a one-man stand against the corrupt Czarist land-owners of the 19th century.

The exciting climax of last night's installment came when Petrov Earpski faced 45 evil tax-collectors alone, and shot every one of them down.

Ivan Yotsk was excellent in the title role of a man who hated violence.

THIS WAS YOUR LIFE *(Trial)*

The State TV industry is to be congratulated for bringing this new public service program into the homes of Soviet citizens. The show, shot live in the Court of the Supreme Soviet, followed the treason trial of Fyodor Murmsk from beginning to end.

No contrived script could ever hope to attain the realism of the live drama witnessed by the television camera when Murmsk arose during the trial to protest his innocence, and the Judges ordered him shot where he stood for Contempt of Court.

High-quality presentations such as this one will surely serve as both an entertaining and an educational diversion for the entire family. The program was sponsored by the Kremlin, and the subliminal spot commercials were effective and to the point.

COMMISSAR FOR A DAY *(Drama)*

Here is a program which allows one woman each day to serve as a real Commissar for twenty-four hours. Yesterday's lucky lady, Mrs. Vladimir Grunsk, chose to be Commissar of Aggression. Mrs. Grunsk spent a busy day. First, she declared war on Nova Scotia. Then, she re-partitioned Rumania. And finally, she had her husband, Lance, (whom she despises), deported to a Siberian Labor Camp. All in all, it was a happy and memorable experience for Mrs. Grunsk.

Without a doubt, "Commissar for a Day" is a worthwhile television offering, since it affords Soviet citizens a fine opportunity to take part in Public Affairs and maybe start World War III.

blasts. You'll find your ... will

**GOODBYE, MR. CHIPS by Bobo Rockefeller

The Inquiring Reporter

Today's Question:

What do you like best about your new job?

Location: Various places around the USSR

V. Molotov, Diplomat:



Frankly, it's a real switch serving as Ambassador to Outer Mongolia! Especially after having been Foreign Minister for so long! Now, don't get me wrong! I like it! The Outer Mongolians aren't much for parties or receptions, but they do make a man feel right at home! And when I look out of my window and see the surrounding 600,000 square miles of unobstructed desert, I feel certain that I have gone just about as far as I can go!

G. Malenkov, Power-Plant Supervisor:



Running a 500-Volt Electric Power Project here in Kazikazatstan is great fun! When I was Premier, I had to sit cooped up behind a desk all the time! Now, I can get outside in the open air and work with my hands nearly 18 hours a day! And the hours (5 a.m. to 11 p.m.) have done wonders for my figure. I'm down to a healthy 97 pounds! Days go by fast and I'll be happy if I can spend the rest of my life here, which I probably will!

A COMMANDING ADVANTAGE

... got the idea to give the boy a pet lion. Lass...

ANSWERS TO YESTERDAY'S QUIZ

1. Khrushchev!
2. No, Khrushchev!
3. Bulganin and Khrushchev!
4. False! It's Khrushchev!
5. That is from the Feb. 10th speech, "Peace in Our Time, or We Wipe Them Out!" by Khrushchev
6. D (Khrushchev) is correct!
7. His first name is Nikita!
8. Khrushchev!

simplifications in P. O. procedure told by Ed

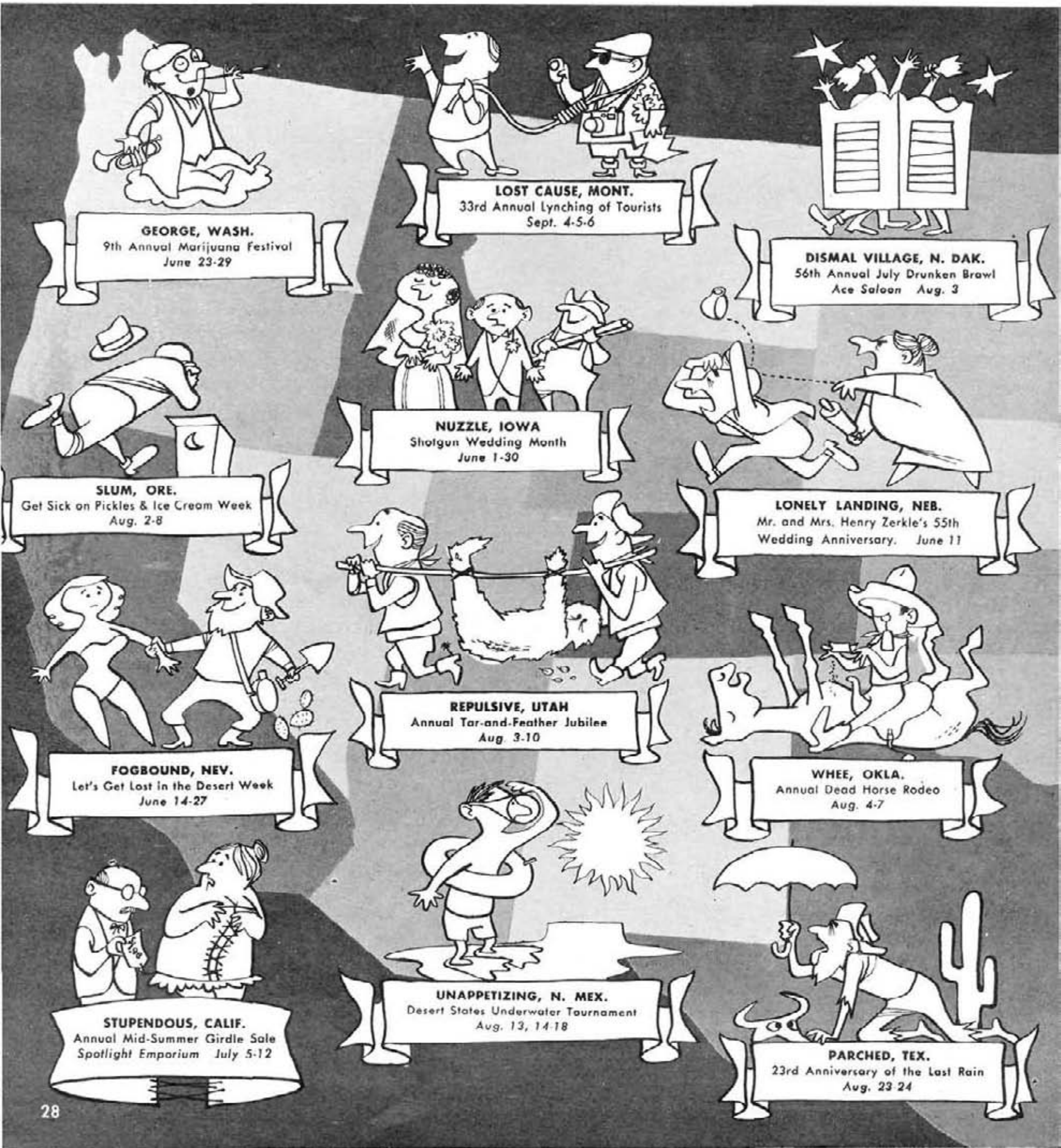
PICTURES BY WALLACE WOOD

LET'S GET AWAY FROM IT ALL DEPT.

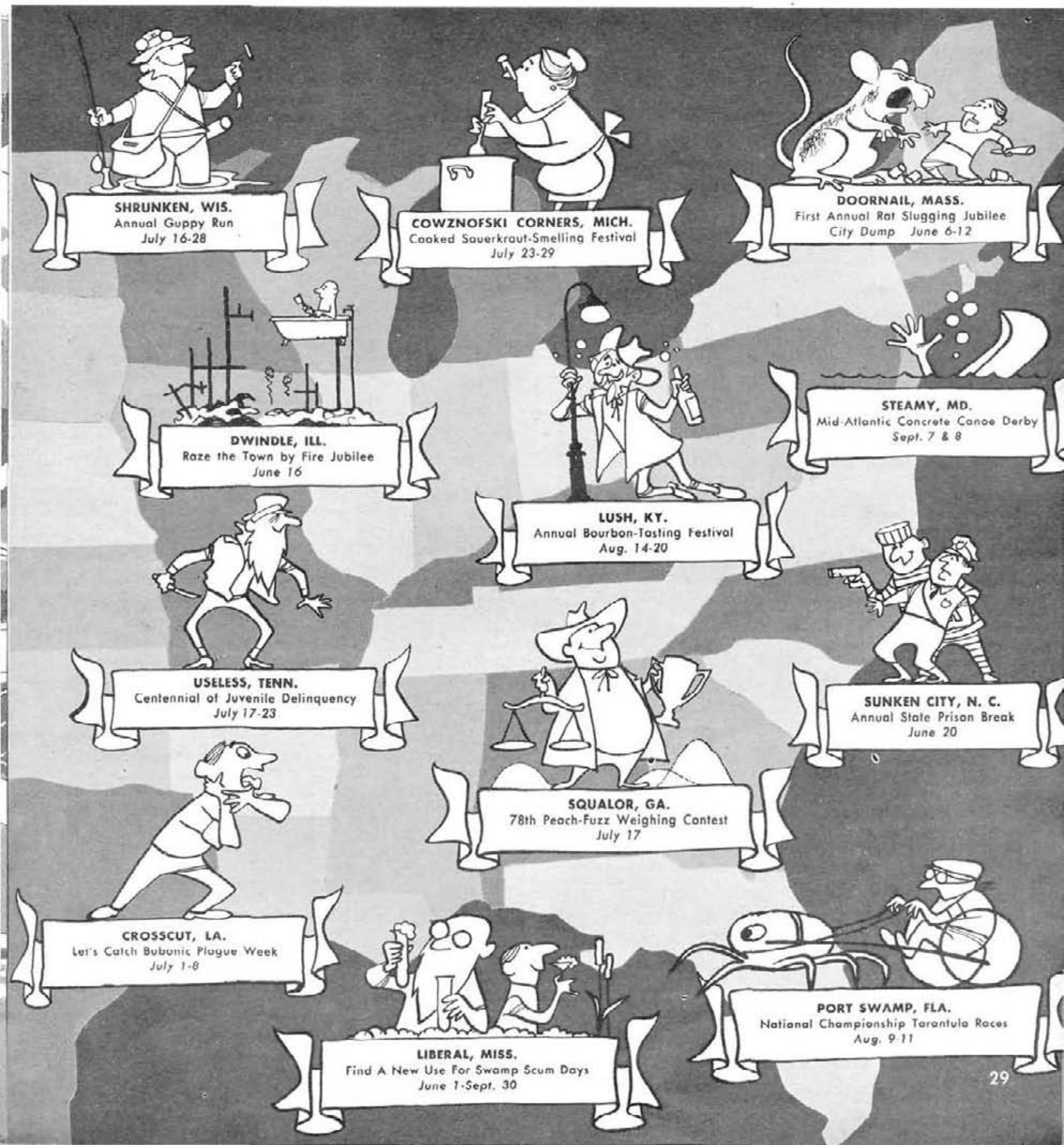
MAD comes to the aid of vacation-bound readers with this run-down of major events scheduled around the country this summer. Why not make this a vacation to remember? Plan your trip to avoid as many of these festivals as possible with this special . . .

PICTURES BY BOB CLARKE

MAD SUMMER



VACATION GUIDE





BOB

BOB AND RAY DEPT.

According to the MAD call board, Bob and Ray's roving correspondent, Wally Ballew, is out at the Crispy Flakey Cereal Company in Wyandotte, Michigan. We don't know exactly what he's doing there, but he's asked permission to break into the magazine here with his special report on . . .

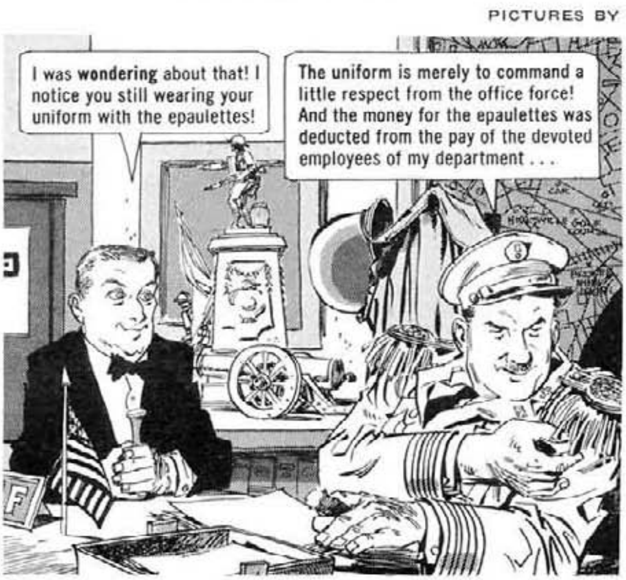


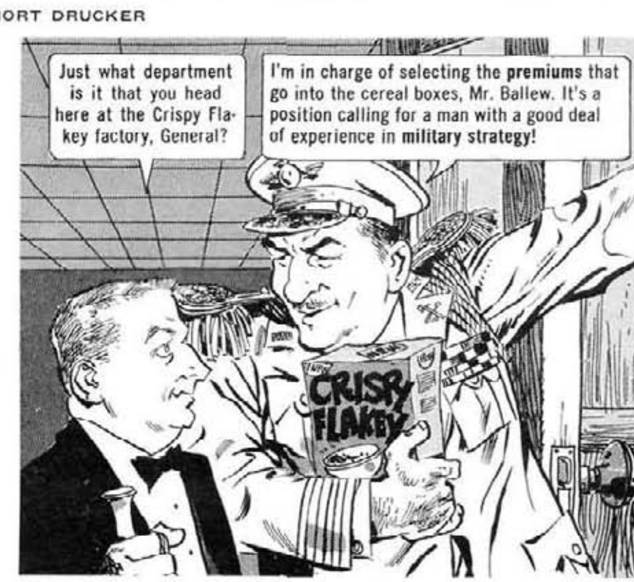
RAY

THE COLD CEREAL WAR



PICTURES BY MORT DRUCKER





**BY LOVE POSSESSED by Tommy Manville

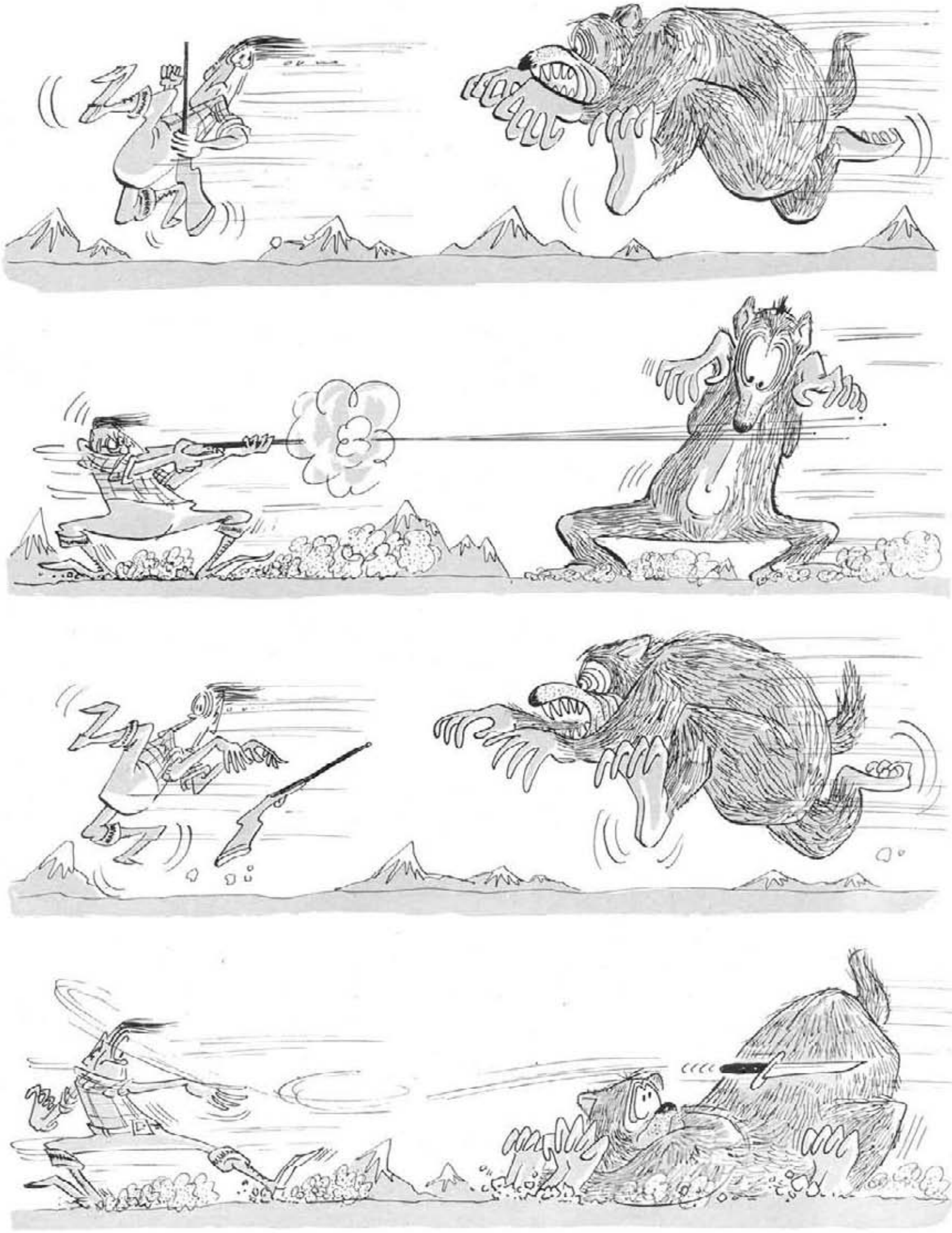


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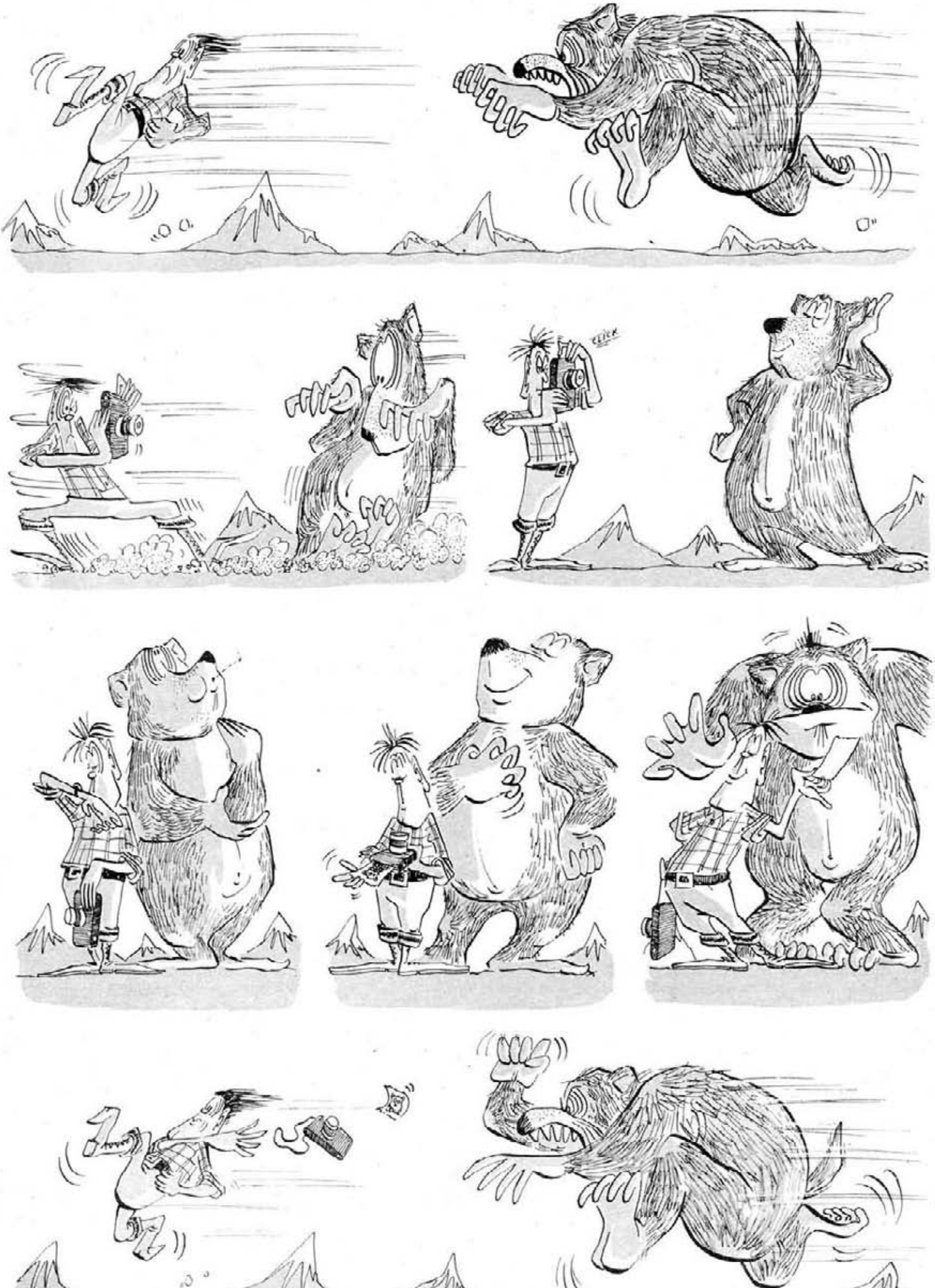

So we came right back with this radar tower that would track the missiles, and this plastic anti-missile missile-launcher that would shoot 'em down!
The Yummy Crunchy folks must have been pretty burned up about that!
It completely upset their plans to run us out of business before winter set in! Of course, they have a slight advantage over us right at the moment . . . with their little Earth Satellite! But we're working on that right now!
I see . . .
CLICK!
BLAM!
WROOSH!
Heh-heh- Well, it's only a matter of time . . .
You certainly do have a flair for military genuis when it comes to cereal premiums, General . . .
RIIINNNG!
US
Excuse me a minute! . . . General Headquarters! Maxwell speaking! . . . No! . . . No, don't just spill the information, man! Put it in code! The switchboard operator hasn't been cleared by security yet! . . . You're sure? . . . All right! This looks bad! Send your report to me in triplicate and I'll get right on it!
BLUE SIGNAL
RED SIGNAL
PLAN A
Bad news, General?
Afraid I'll have to ask you to leave, Ballew! Yummy Crunchies have just tested a space station in their South Bend plant. I have to call a top secret staff meeting right away!
I understand, sir! We appreciate your granting us this interview! And now . . . This is Wally Ballew in Wyandotte, Michigan, sending it back to MAD Magazine in New York . .

It's OUTDOORS again with Mr. Martin for a balmy breeze and a balmy tale called . . .

The Bear Hunter



''CATCHER IN THE RYE by Yogi Berra



JOIN IN HASTE, REPENT AT LEISURE DEPT.

Everybody likes to belong to clubs, and one of the easiest to belong to these days is an "Of-The-Month" Club. All of these clubs seem to have the same purpose, namely to make life fuller and more enjoyable by delivering interesting items to your front door. Like f'rinstance:

THE BOOK-OF-THE-MONTH CLUB



. . . brings new books to your door.

THE DELICACY-OF-THE-MONTH CLUB



. . . brings exotic foods to your door

THE FRUIT-OF-THE-MONTH CLUB



. . . brings strange fruits to your door.

THE GIFT-OF-THE-MONTH CLUB



. . . brings imported gifts to your door.

Yes, it seems that almost every magazine you open today carries an ad for one "Of-The-Month" Club or another. If you've wondered where it's all going to end (and we haven't!), just take a look at these ads for . . .

TEXT BY FRANK JACOBS

FUTURE "OF-THE-MONTH" CLUBS

PICTURES BY BOB CLARKE

CONTINUED ON NEXT PAGE

FREE! THE EIFFEL TOWER

DELIVERED TO YOUR DOOR

IF YOU JOIN THE

Landmark of the Month Club



No longer must you make expensive sightseeing trips to Europe and the Orient. Now, THE LANDMARK OF THE MONTH CLUB lets you have the thrill of roaming through the world's great architectural wonders in the privacy of your own back yard.

If you join THE LANDMARK-OF-THE-MONTH CLUB today, you will receive, free, a genuine life-size replica of the Eiffel Tower—exactly like the one in Paris, France.

Imagine how your friends and neighbors will envy you when they see you in the top of your tower, eating French pastry.

Here's how the club works:

After you receive your FREE Eiffel Tower, you are required to accept only six of the twelve landmarks offered to members in the next year. For every four landmarks you accept, you get a bonus landmark, FREE!



MAIL THE COUPON NOW, TODAY... AND LIVE IN SPLENDOR!

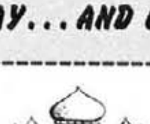
PHILO RANCID
THE LANDMARK-OF-THE-MONTH CLUB
FULCRUM, LEVER.

want to be the envy of my neighbors and live in splendor. Enroll me in *The-Landmark-Of-The Month Club* and send me immediately the Eiffel Tower **FREE!** As my first **LANDMARK** selection, I have decided to accept (check one):

NAME________ **ADDRESS**____________

P.O. BOX NO.______ **CITY**______ **ZONE**____

STATE_________________________



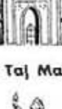
The Taj Mahal



The Leaning Tower of Pisa



The Kremlin



The Statue of Liberty



The Great Buddah of Japan



The Sheridan, Wyoming County Courthouse

For each LANDMARK I accept, I will send you $14,999.95, plus a few pennies mailing charges.

A Lawless Life is Yours!

When you join the Crime-of-the-Month Club

At last! A club that affords you the opportunity to break the law with a minimum of risk! No longer must you resist that urge to commit blackmail, arson, murder. THE-CRIME-OF-THE-MONTH CLUB supplies you with everything you need to pull off the job!

READ WHAT SATISFIED MEMBERS HAVE TO SAY:



"Blackmailing my boss was the best thing I ever done!"
—A. B. F.



"... and you should've seen that old schoolhouse burn!"
—N. M.



"... so I plugged her on the crowded bus, and escaped in the ensuing traffic jam!"
—J. D. F.



"... I now jaywalK with no fear at all!"
—J. P.



HERE'S HOW THE CLUB WORKS:

Each month, you select the crime of your choice. By return mail, we send you a detailed set of plans showing you how to pull it off. These plans contain our tested instructions based on crimes committed by some of the nation's most successful hoodlums. After accepting three crimes, you receive a FREE bonus crime, which is usually pretty darn ingenious.

THE CRIME-OF-THE-MONTH CLUB
MAFIA, ITALY

NAME____________________

ADDRESS__________________

CITY__________ STATE_________

I agree to send you $49.95 for each crime I accept, and agree that you are not responsible for my bail or any legal fees.

I want to commit crimes, but lack the know-how. Please enroll me in your club. I understand that each month you will send me everything necessary to pull off the crime of my choice. For my first selection, please send me (check one):

☐ **Bank Robbery** ☐ **Manslaughter**

☐ **Arson** ☐ **Extortion**

☐ **Petty Larceny** ☐ **Disorderly Conduct**

☐ **Check here if currently in prison**



JOIN THE WIFE OF THE MONTH CLUB

Every Club wife is passed upon by the Wife-Of-The-Month Club's Executive Board of Experts:


Tommy Manville


Roberto Rossellini


Porfirio Rubirosa


Alfred E. Neuman

How would you like to come home from the office on the first Monday of every month, and find a new wife cooking supper for you?

More than 200,000 American men are doing this very thing, month after month! They are all happy, satisfied, contented members of the WIFE-OF-THE-MONTH CLUB.

It's easy to belong.

Every month, we send you an illustrated booklet describing the wives available for the coming month. All you do is select the one you want, mail us your choice, and sit back and wait for your postman to deliver her in a plain brown wrapper, and happiness is yours!

So Act Today! Get out of that Rut!

Fill out the coupon below!

The Wife-Of-The-Month Club
Union of South Africa

I want to get out of that rut and come home each month to find a new wife cooking supper for me. Please enroll me as a member in your club and send me the coming month's Wife Catalogue. I understand that after every four selections, I will receive a SUPER-DUPER BONUS WIFE! My age is:

☐ 21-30 ☐ 31-40 ☐ 41-50 ☐ 51-60 ☐ 61-70 ☐ 71-Senility

Name__________ ☐ I enclose $999.50 for my first selection

Address_____ City_____ ☐ Bill me later

State_____ Income_____ ☐ Bill me much later!

A FARE TO REMEMBER DEPT.

Here is an important announcement for readers who regularly travel from New York to San Francisco. No longer must you go by plane or train and pay $175.00. Now you can go the MAD way for much less money! Yessir, MAD is now competing with the big airlines and railroads. We contacted some friends in various parts of the country who own vehicles and like company. They offered to take passengers in order to make a few bucks on the side. Recently, we sold our first Coast-To-Coast ticket to Philo Ardwell, noted businessman. Here's Philo's ticket, punched and cancelled, which proves you can travel

COAST-TO-COAST FOR $16.75

(INCLUDING MEALS)

PICTURES BY WALLACE WOOD

**A TALE OF TWO CITIES by Walter O'Malley



Irving shares his pastrami sandwiches if you help him to unload.

MAD
(CHEAP)
COAST-TO-COAST TICKET

1 **Irving's Garbage Lines, Inc.**
"Your Nose Knows It's Irving!"
NEW YORK CITY
to
STENCH MEADOWS, N. J.
(18 Miles)
FARE: 35¢
For The Discriminating Traveler

2 Transfer to
Great Northeastern New Jersey & Southwestern Pennsylvania R.R.
STENCH MEADOWS, N. J.
to
EAST SLAG, PA.
(352 Miles)
FARE: $1.45
America's Only Completely Coal-Burning Railroad

3 Transfer to
Slag Subway Lines
"Convenient, Dependable, Fast"
EAST SLAG, PA.
to
SLAG, PA.
(3 Miles)
FARE: 65¢
Fare Refunded With Each Cave-In

4 Transfer to
Hefflefinger's Tiny Tot Transit Lines
"Serving Country School #4 for 75 years"
SLAG, PA.
to
COUNTRY SCHOOL #4, PA.
(8½ Miles) **FARE: Free**
Absolutely NO Comfort Stops!



Traveler is assured of air-conditioned ride in GNNJ&SP cars.



Riding through mine avoids above ground rush-hour traffic in Slag



Free fare if you help little Suzie Grubbwickel with her algebra.

CONTINUED ON NEXT PAGE



Help Waldo spray and he'll drop you directly onto next connection.



If you smoke Harry's brand of cigarettes, he lets you sleep on the stretcher, if not . . . *ride outside!*

Tillie Scrod, RFD #2, serves hot donuts if you deliver her copy of the Wall St. Journal to her door.



5
Transfer to
Waldo's DDT Airlines
"Excuse Our Dust!"
COUNTRY SCHOOL #4, PA.
to
DEAD CENTER, IND.
(364 Miles)
FARE: $3.63
License Pending

6
Transfer to
Sam's Dreamy Wabash Moonlit Hayrack Lines
"We Never Look Back"
DEAD CENTER, IND.
to
PELLAGRA, IND.
(13 Miles)
FARE: $1.49
Not Responsible For Personal Property

7
Transfer to
Hurry-Up Harry's Long-Distance Ambulance Lines
"Auto Wrecks Our Specialty"
PELLAGRA, IND.
to
GOOBER'S CROSSING, IOWA
(415 Miles)
FARE: 88¢
Ask About Our Family Plan

8
Transfer to
Missouri River Midstream Cable Lines
"Guaranteed To Keep You In Suspense"
GOOBER'S CROSSING, IOWA
to
BRILLIG, NEBR.
(1½ Miles)
FARE: Free
Booths For Ladies

9
Transfer to
United States Post Office Lines (RFD Division)
BRILLIG, NEBR.
to
GIMBOL, NEBR.
(23 Miles)
FARE: Free
"Neither Snow, Rain, Hail, Etc. . .

10
Transfer to
Murphy's Long-Distance Moving Van Lines, Inc.
"All The Comforts Of Home On The Road"
GIMBOL, NEBR.
to
WAMPUM, WYO.
(515 Miles)
FARE: $3.05
Do Not Write In This Space



Fare cut in half if you neck with Sam's homely daughter Velma Mae.



Timmy Goober, age seven, is always looking for volunteers to test his Navy war-surplus breeches buoy . . .

Murphy will reduce your fare one-third if you entertain him with hill-billy music on the guitar . . .





This is approved fare. Be careful to avoid paying scalper's rates!

Free if you can paint a straight line. Smeed's straight-line man resigned to teach modern art . . .



11 Transfer to
Redskin Migration Lines
"You Supply The Fare . . . We Supply The Reservation"
WAMPUM, WYO.
to
HOW, WYO.
(591 Miles) **FARE: 55¢**
Do Not Talk To Driver

12 Transfer to
Speedy Slim's Rapids Rapid Transit Lines
"If you can swim, go with Slim"
HOW, WYO.
to
ROTGUT, IDAHO
(315 Miles) **FARE: $2.25**
Notary Public

13 Transfer to
Smeed's Painted Highway Lines
"We Travel The Middle Of The Road"
ROTGUT, IDAHO
to
U.S. PROVING GROUNDS STOPGAP, NEVADA
(275 Miles) **FARE: Free**
"It's Crackers To Slip A Rozzer The Dropsy In Snide

14 Transfer to
Atlas Guided Missile Lines
"We Strap You On— You Do The Rest"
U.S. PROVING GROUNDS STOPGAP, NEVADA
to
SAN FRANCISCO
(455 Miles)
FARE: $2.45
Count To 10 And Pull



Special rate which allows Speedy Slim to take an exciting shortcut over picturesque Endless Falls . . .

Fare is refunded if missile (1) leaves earth's atmosphere (2) explodes (3) heads for Las Vegas...



Final photo shows happy Philo in San Francisco, pleased at having traveled coast-to-coast in 47 days for only $16.75 (plus minor medical expenses), as he begins his return trip to N. Y. in order to sue MAD for $50,000.00.



KEY TO THE CITY DEPT.

Hey, gang! How many times have you sent for information from the Chamber of Commerce of a particular town you were considering moving to, and got back an illustrated folder something like this... one that never quite tells you the whole story about what the city is actually like?

HOW T

A Chamber Of C

Watch out for floods in rainy season!

Continuous clashes between wild youth and old out-dated town regulations!

There's an acute housing shortage!

The air is constantly smoky and foul smelling

You'll love

MUDBERG

CULTURAL CAPITAL OF RATTRAP COUNTY

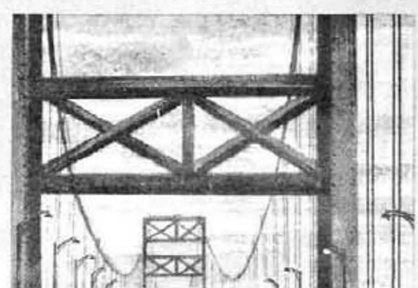


19 **Published by the MUDBERG Chamber of Commerce** **58**

Situated on the banks of the beautiful Veeble River, Mudberg boasts of modern living combined with an old-fashioned flavor.

As one of the fastest growing cities in the state, its industry is expanding in leaps and bounds.

Yes, progress is the word that best describes Mudberg!



There's plenty of room for your car on beautiful Wyokit Bridge.

Don't be fooled! This is not really Mudberg! This is a picture of the model railroad pike in the window of the Mudberg Gift and Hobby Shop!

Sparse traffic result of bridge-boycott by furious Mudbergians protesting outrageous $3.60 toll!

Once again, MAD fearlessly presents another in its long series of public service articles, designed to make your living more comfortable, your experiences more enriching, and mainly so you shouldn't get conned. Here, then, is a detailed analysis with comments which ought to teach you

PICTURES BY JOE ORLANDO

O READ

ommerce Folder

Site is where Benedict Arnold was paid off! Others include the store where John Wilkes Booth bought his gun!

Beside the parking problem, there is a four hour wait for pool facilities!

Just bring plenty money!

Providing you stay just where you are!

Historical monuments and points of interest are part of Mudberg's proud and inspirational heritage.



Nothing escapes the Planning Commission's eye for improvement. The proposed City Auditorium will be one of the finest in the state, with a seating capacity of 5000.

To keep pace with the progress going on within its city limits, Mudberg is busy with a modern up-to-date re-zoning program which will provide greater convenience and opportunity for all.

But all work and no play is NOT the motto for Mudberg. Its huge "Playland," complete with a beautiful outdoor pool, attracts visitors from miles around.

And above all, Mudberg will open its arms in warm friendship, inviting *you* to become part of us!

Yes, you'll LOVE Mudberg!



Beautiful sunsets like this one are so common to our western sky.

Mismanagement and superfluous spending have doubled taxes in last two years!

Beware of words like "proposed" and "future!" Means cheap City Council has yet to approve! If plan ever does get under way, figure on substantially less than the folder promises!

The State Throughway is coming down Main St.!

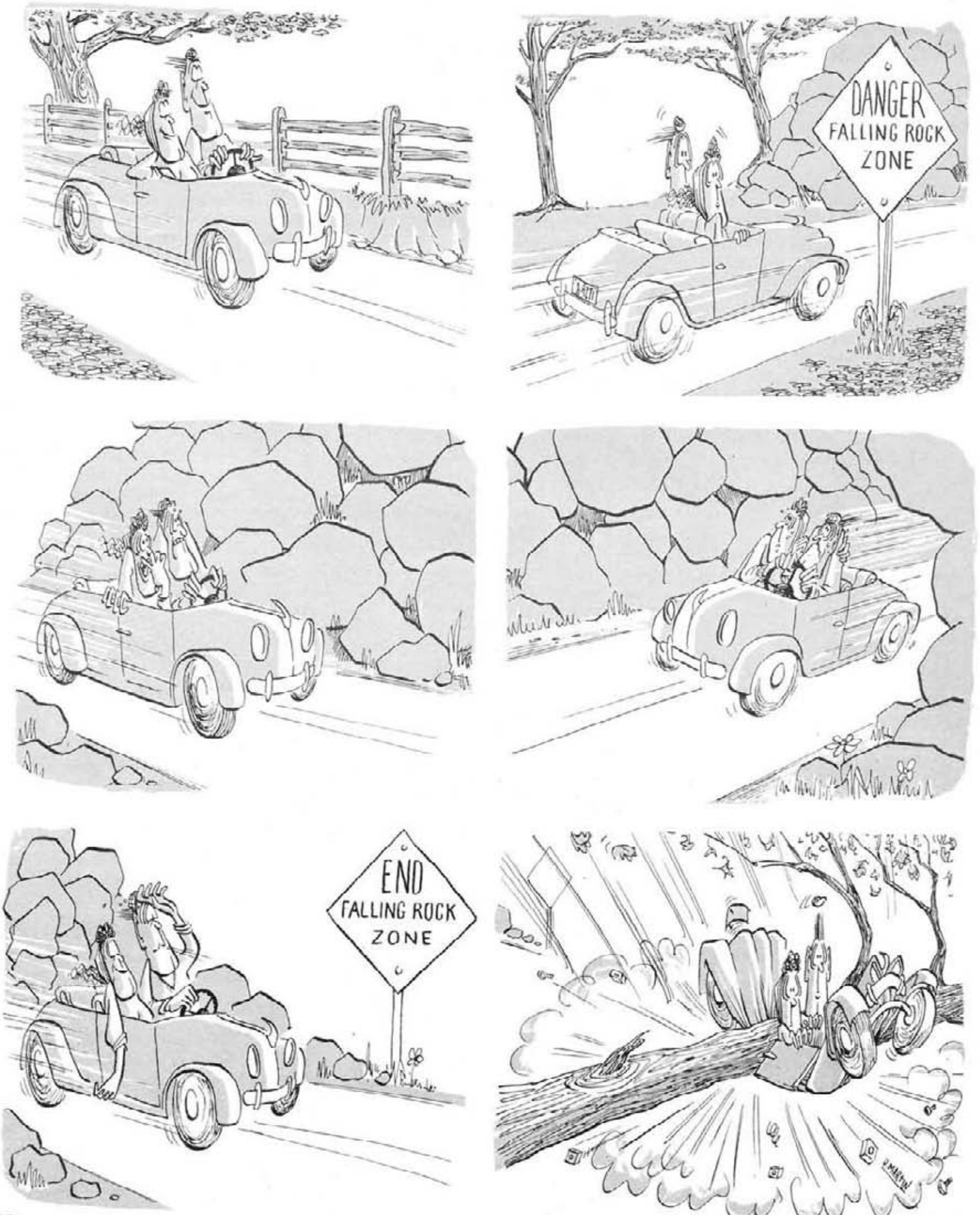
Except when they explode the A-bombs at the Army Proving Grounds, just twenty-three miles away!

* "SOMEBODY UP THERE LIKES ME by Billy Graham

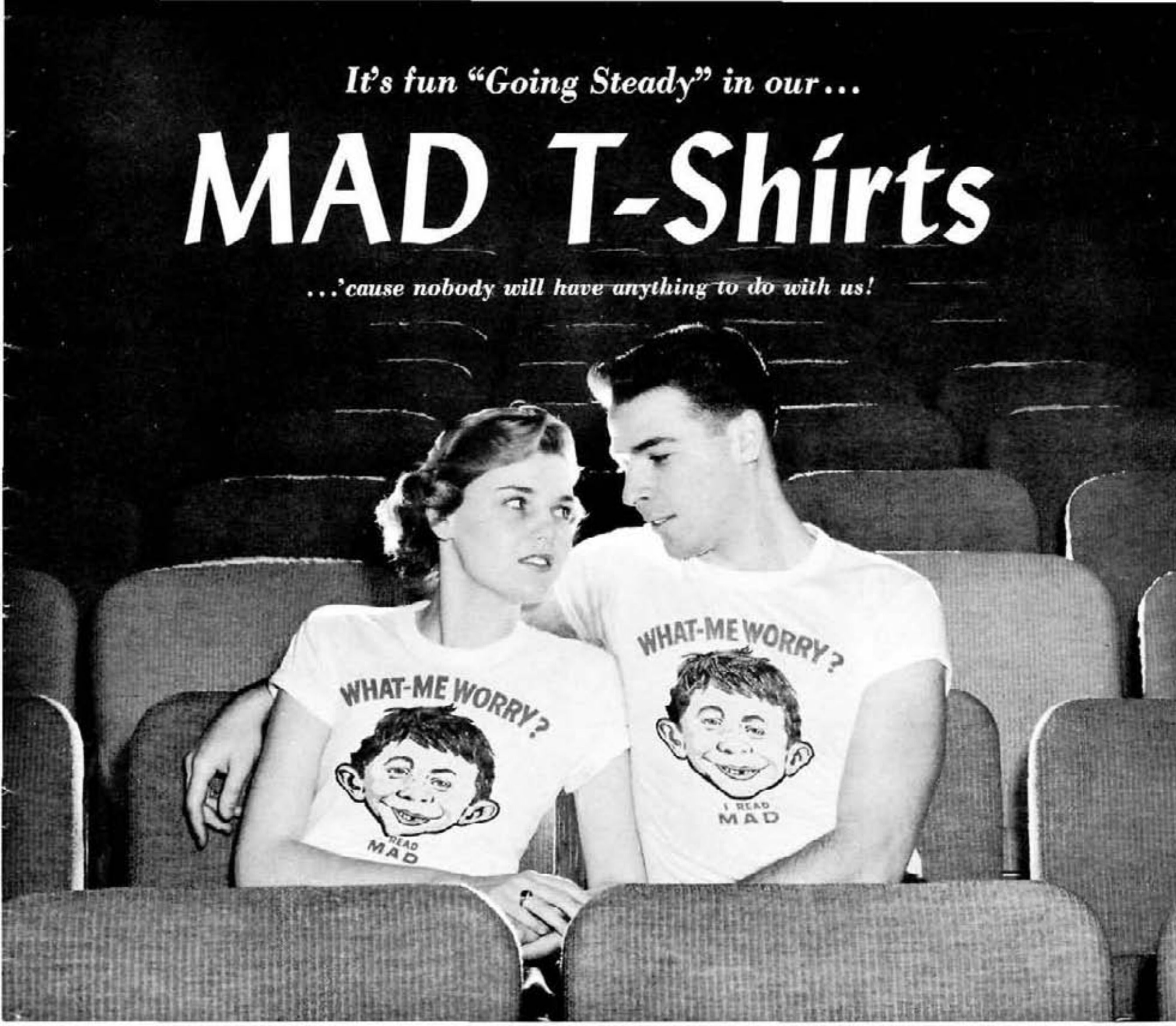
DON MARTIN DEPT. PART III

Before we close, here's another look at the OUTDOORS as Mr. Martin takes us on . . .

A Drive In The Country



*"RALLY ROUND THE FLAG, BOYS" by Jim Haggerty



THE PERFECT THING FOR ROMANTIC MAD FANS WHO WANT TO BE ALONE!

Yessiree! Other people will rush for the exits when you come in wearing . . .

MAD T-SHIRTS

Featuring MAD's "What . . . Me Worry?" Kid*

*Imprinted in five permanent colors

use coupon or duplicate

MAD T-SHIRTS
225 Lafayette Street
New York 12, N.Y.

I'd like to be alone with my "steady" . . . which is a pretty neat trick since I don't even have one! Please send me my MAD T-SHIRT(S). I enclose $1.25 for each shirt and have indicated size.



NAME ____________________

ADDRESS ____________________

CITY ____________ ZONE ______ STATE ______

NO. OF SHIRTS ____________ SIZE(S) ____________ CHECK CHART BELOW

AMOUNT ENCLOSED AT $1.25 each ____________

BOYS & GIRLS					
CHEST MEAS.	SIZE	CHEST MEAS.	SIZE	CHEST MEAS.	SIZE
24"– 27"	BS	27"–31"	BM	31"–34"	BL

MEN & WOMEN					
CHEST MEAS.	SIZE	CHEST MEAS.	SIZE	CHEST MEAS.	SIZE
34"–37"	MS	37"–41"	MM	41"–44"	ML


A new idea in smoking!
Sailem ...don't inhalem
Chris★Craft
Sailem
Sailem
FLOATING CIGARETTES
• menthol fuel
• a hull of a pack
• filtered smokestack, too
Sparkling water . . . radiant air . . . Spring! The perfect scene to try a new idea in smoking. Instead of inhaling, try sailing Sailem Cigarettes. Then, the worst you can develop is a cold. Actually, we're not even in the tobacco business. We wanna hook you on the sailing habit. Try Sailems. You'll want a yacht!
KELLY FREAS -58-
Created by Chris-Craft Boat Co.
Runabout Cigarette Pack Div.